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No. 5

His Honor, Judge Public

Does Research Disclose Facts or Merely Indicate Probabilities?

By Marsh K. Powers

President, Powers-House Company

THIRTY-FIVE years ago an American business man, after a trip to Scotland, brought back an idea for a new business.

However, he was duly cautious.

Before making any investment in plant and machinery he collected a staff of investigators, confided in them what he had in mind, and sent them out to sample the public's reaction to his idea. At the same time he wrote to the ten or a dozen men in whose marketing judgment he had the greatest confidence.

Every response—from investigator and selected expert alike—was negative. The aggregate of the damning facts they presented was truly brutal.

"The time element by itself will defeat it. There aren't enough people who can spare the excessive amount of daylight time it requires."

"Too la-de-da for the American taste, no appeal to red-blooded men."

"Too expensive for the consumer. The cost per person will run from several hundreds up into the thousands of dollars a year."

"It may make a brief go with the idle rich but nowhere else. The market is desperately thin."

"To make this idea a sweeping national success would require the diversion of more than two hundred thousand acres of land, with a total development investment, inclusive of first cost, of \$852,-891.408—obviously an impossibility." Thus spoke the statistician.

Of course, the business man did go ahead with his idea and,

as a result, the game of golf was not imported to the United States.

* * *

One weakness in the pre-figuring of every new promotion is the inescapable question-mark of public response.

No matter how carefully every effort is made in advance to evaluate public acceptance, no matter how many people are favorably or unfavorably interviewed, only one procedure secures a decisive verdict. The idea must be submitted to the public in *purchasable* form.

What business prophet or merchandising specialist would have dared to foretell that the American public, Judge Public, would ever appropriate the land, the buildings, the money, the hours, and the energy which the golf industry today absorbs—that the game once scornfully dubbed "cow pasture shinny" would ever become an accepted pastime for the masses who, in the beginning, jeered at it?

Who, in 1928, would have said that a hybrid miniature offspring of the same game would, within two years, become a national fad, yet pass into virtual oblivion after a brief year of hectic popularity?

Not even Judge Public himself, whose nickels, dimes and dollars made the mare go.

To assist your advance planning, Judge Public, because of his good nature and general willingness to oblige, may try his level best to prognosticate his reaction but even that doesn't say what he will do when you ask for a pocketbook verdict on your idea.

Some years ago an inventor made

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up samples of his idea for demonstration purposes and submitted them to the particular trade which would handle the resale to the public.

Everywhere the responses were favorable.

"Best new idea in this field for years."

"Fine, fine—go ahead and manufacture and we'll handle it."

"Let us know just as soon as you're ready to ship."

Thirty days later he was back with the goods and began to ask for actual orders.

The response?

"Oh, no—there's no demand for anything of that sort."

"That was tried five years ago—it didn't go."

"Leave a quarter of a dozen on consignment and we'll put them in our showcases. No—we won't put any money into it."

Conversationally the idea was heartily approved. Translated into a request for cold cash, it fell on deaf ears.

How often an employee has similarly sounded out his customers and friends as to the wisdom of going into business for himself and then launched his enterprise in high optimism, only to have their pocketbooks fail to confirm the patronage their lips had promised. Such informants are not intentionally deceitful. They merely illustrate in vivid (and costly) manner the governing truth that until coin of the realm in the potential customer's pocketbook is at stake, the decisive factor is lacking from the equation.

This matter of being consistent bothers Judge Public not at all.

Why, for example, does he placidly accept his retailer's advice, manufacturer-inspired, on so much of his wearing apparel and yet just as placidly decline to follow it on other styles which are promoted with equal or greater aggressiveness? Why is his pocketbook so tractable in some cases, so obstinate in others? And how can you find out which it will be except by putting the actual goods on retailers' shelves and in retail display cases and asking for action?

The ways of Judge Public and

his wife are often delightfully surprising, not to be foretold.

Who, in 1925, would have asserted that the Christmas shop-windows of 1930 would be piled high with the boards and men of a game almost as old as history itself?—that backgammon sets costing up into three figures would be on sale? And why did Judge Public select the particular years of 1929 and 1930 in which to succumb to the appeal of the old game?

With revived backgammon as a precedent, what would happen if the gambling element were injected into chess?

Can Chess Be Made Popular?

Would Judge Public grow equally faddy over chess and purchase chess-sets by the thousand if new rules were made which put a cash penalty proportionate to its playing value on the loss of each piece and provided for "doubles" to the fixed stake during the progress of the match? Only Judge Public's pocketbook can tell you. Will someone please experiment?

Logic as to values is far from being a controlling factor in Judge Public's actions.

We are told that the American public is less skilled in judging comparative worth than are the people of other nations. Human nature, however, repeats itself rather consistently.

For instance, there's a tool-maker on this side of the Atlantic who was still producing for transatlantic trade a pre-war tool years after it had been superseded in this country by later models, each demonstrably more efficient and no more expensive. Similar experiences have been the lot of manufacturers in our market, yet, in advance investigation, it is decidedly difficult to induce prospects to admit that they will not prefer improved merchandise if prices remain unchanged. Apparently they believe that to do so would reflect on their judgment and so the truth remains hidden.

Magazine circulation investigators also uncover this defensive trait in human nature. Social and cultural publications are frequently reported as "regularly read."

FIVE HUNDRED MEN WHO WILL SPEND a Hundred Million Dollars

In the middle of December five hundred men will gather on the roof of the Hotel Pennsylvania. These five hundred men are architects, who specialize in designing churches . . . the heads of the architectural denominational bureaus of the great Protestant churches of America . . . and men who are engaged right now, yes, even in this year of depression, in planning the spending of millions for church buildings that will be erected in 1932.

These five hundred men will have come from all parts of the country to be the guests of Christian Herald. They meet amidst the exhibits of alert manufacturers of building materials and equipment who are cooperating with Christian Herald. The occasion is the Seventh Annual National Conference on Church Architecture.

Four walls and a steeple no longer make a church. The modern three-unit church with provisions for seven-day-a-week activities is "big" business. And it is a "neck of the bottle" business that Christian Herald has helped many manufacturers to get their share of—or more than their share.

When you are looking for new markets—carpets, kitchen ranges or glassware, just to mention three products of which the modern church is an enormous consumer—ask us if your product has a sales outlet in this market.

CHRISTIAN HERALD

419 Fourth Avenue, New York

Monthly . . . 25c a Copy

GRAHAM PATTERSON	-	-	-	Vice-President
J. PAUL MAYNARD	-	-	-	Advertising Manager

though no copies are in sight in the residence. Even when no cash is involved the truth does not always emerge. Selfish instinct in most of us outweighs altruistic inclinations, particularly when we cannot see that it will do any harm to compliment ourselves.

Just as it has its limitations, advance research has its unquestionable values. It indicates probabilities, even though it cannot prove them. It is valuable in shaping details—preferred type of container, most popular size of sales-unit, location of probable quickest markets, and best initial sales-outlets. It is apt to disclose strong prejudices, if such exist, and, in this phase alone, can often repay its cost by setting up guide-posts as to what to avoid.

But it will not answer—will this item be popular?—will it sell in sufficient quantities to justify itself?—will it repeat?

Only actual goods offered for sale under standard conditions will answer those questions.

No maker of foods, beverages or candy would expect you or me to listen to a verbal description of a proposed new recipe and be able to tell him, or his investigator, how much we will use of it. He knows that, over and above all of the advance arguments he can present in behalf of his idea—presence of valuable vitamins, cleanliness of production, lower price, unequalled convenience of package and so on—one consideration is dominant and decisive. That crucial factor is flavor. Until we have applied the test of taste, not once but many times, and have continued to find it pleasant, any estimate of probable consumption is worthless.

In the Style Field

In the fashion field the decisive importance of actual sales-trial has been widely recognized.

In many mass-volume department stores today's merchandising has departed from earlier policies. Instead of attempting to lead in style merchandise or to push styles while they are new, many stores deliberately withhold any major purchases until through other channels—specialty stores, for example

—the new style has definitely established itself. Only when the style is "set" and volume sales are assured, do they release their orders, the trick being to get on the band-wagon the exact week that the new style is accepted by the masses, and no earlier.

This policy has arisen from enforced recognition of the fact that no amount of forecasting has enabled them to be invariably right in their pre-guesses as to which styles will ride through to volume popularity and which will flop before the mass market is achieved, leaving them with unsalable goods on their shelves.

The past decade has seen an amazing growth in the field of business forecasting of every sort. In all propriety the business executive, as well as the investor, wants to protect his dollars by accurately evaluating the future. He has, however, thirsted so avidly for confidence in such forecasting that he has tended to put a premium on over-statement. He has unintentionally invited his advisors to make exaggerated claims as to the complete dependability of what they offer.

Certainly the past few years have emphasized the fallibility of forecasts.

They have emphasized the inability of anyone to tell what Judge Public will be thinking on February 12 or November 29 or any other future date—or how his mass-thoughts on that date will react on the value of my possessions, on your sales-volume or the Z Company's dividends. We have found—or suspect that we have found—that expert opinions, even as lay opinions, are consciously or unconsciously colored by desire. Human nature continues triumphant. The wish continues to be father to the thought.

Forecast and market research for forecasting purposes will continue—deserve to continue—but those who use them need to recognize and keep constantly in mind that, while they indicate probabilities, they do not by any means disclose facts.

The fact comes later without regard to the forecast.

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Most Widely Read Ad- Carrying Pages in R. I.!



The Providence
Sunday Journal

ARTGRAVURE SECTION

The Providence Sunday Jour-
nal is read by more families
in Rhode Island than any
other single newspaper. (Cir-
culation, 92,328)

Here's Evidence:

1930 retail linage, 257,703
—3rd highest in the coun-
try for Sunday gravure.

95% of retail accounts
from Dec., 1927, still run-
ning consistently at close
of 1930. Number of ac-
counts increased 57%.

Local advertisers can sense
the local appeal, and mea-
sure results of Artgravure
advertising!

Artgravure is the Sunday fea-
ture that most notably em-
braces all varied family in-
terests in its universal appeal.
No other gravure section, or
combination of gravure sec-
tions, has comparable circula-
tion in this outstanding
market, or an interest so skil-
fully localized.

The **PROVIDENCE**
JOURNAL and BULLETIN

Dominating **New England's Second Largest Market**

CHAS. H. EDDY CO. Representatives R. J. BIDWELL CO.
Boston • New York • Chicago San Francisco • Los Angeles • Seattle

Advertising and Marketing Counsel

. . . . Product research, on-the-ground study of markets and merchandising, and complete advertising service in newspapers, magazines, radio, and outdoor . . . The J. Walter Thompson Company is an organization of more than eleven hundred people, located in twenty-five offices in the market centers of the world.

Total population in the areas served by these offices—one billion four hundred million

sel

CHICAGO

ST. LOUIS

BOSTON

CINCINNATI

SAN FRANCISCO

LOS ANGELES

MONTREAL

TORONTO

LONDON

PARIS

MADRID

STOCKHOLM

COPENHAGEN

BERLIN

ANTWERP

BUENOS AIRES

SAO PAULO

ALEXANDRIA

PORT ELIZABETH

BOMBAY

BATAVIA

SYDNEY

WELLINGTON

LATIN-AMERICAN

& FAR EASTERN

DIVISION . . .

420 Lexington Ave.,
New York

J. WALTER THOMPSON COMPANY

NEW YORK • 420 Lexington Avenue • 1 Wall Street

A Low-Priced Direct-Mail "Help" for Retailers

The Government Postcard, When Effectively Designed, Is Welcomed by Dealers Because It Provides Inexpensive Advertising

IT has always been a problem for the small independent retailer to find sufficient money for advertising purposes to make an impression on his market. The problem has been intensified lately by the threefold development of falling volume, lessened margins and stationary rentals.


To the sales promotion departments of manufacturers this has meant a shift in the type of advertising material recommended for dealer use. Thus, the sales promotion manager of an automobile tire manufacturing company says: "It was quite apparent that during 1931 the dealer's job would be one of selective selling. After determining that we wanted our dealers to get behind direct mail, we made all these pieces as attractive as we could, not only in design but in price. Where we formerly priced a letter at 3½ cents and a postcard at 2 cents, we charged 2 cents and 1 cent respectively."

This emphasis on direct-mail advertising for dealers' use has

sifted down, to a considerable degree, to the use of postcards. More and more manufacturers are recommending to their retailers that they use these postcards. Furthermore, sales promotion departments are making sincere efforts to make the postcards more effective by improved design and the result has been cards that are strikingly alive and which pack a strong selling message.

The Electric Storage Battery Company, for example, is offering its dealers a series of three postcards featuring the Exide battery. Says the company:

"Any merchant who hopes to be successful in business must surely recognize the necessity of maintaining contact with his customers. Especially is this true in the battery business. The car owners on whom you spend possibly fifteen minutes represent a very definite outlay of time and money. With this situation clearly in mind, every Exide dealer certainly owes it to himself not to let the valuable contacts that he has made through



CALENDAR

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

About a week ago we advised you that your battery needed servicing. Every additional delay from now on, may lead to serious injury to the battery, inconvenience—added expense. We want to help you get full service life from your battery but we can not unless you come in and see us. Please do.

THERE IS NO CHARGE FOR THIS SERVICE

The Electric Storage Battery Company Offers Its Dealers a Series of Unique Mailing Cards

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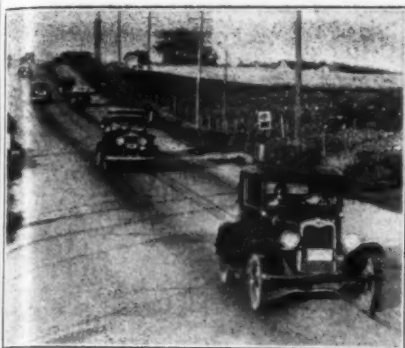
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Paved Roads Make All Iowans Neighbors!

Today Iowa boasts of 3,802 miles of concrete road . . . modern paved highways that closely link Des Moines with every section of the state!

Use of motor cars in the state has increased *70% in five years. Larger retail stores in Des Moines serve all Iowa. The leading department store has active charge accounts in every county. Furniture stores offer free truck delivery to any point in Iowa!

The Des Moines Register and Tribune has improved and extended its news and picture gathering facilities. Delivery service has been speeded up. Readers a hundred miles or more away are served with late editions delivered to their homes.

In five years the circulation of The Des Moines Register and Tribune has climbed from 180,260 to 240,844 copies daily! Local Iowa news, pictures and features combine to create unusual reader interest in The Register and Tribune, daily and Sunday!

The Des Moines Register and Tribune

*Based on gasoline sales.

This Picture Tells the Story

The Dr. A. Reed Cushion Sole provides itself to the exact contour of the foot which wears it. It wears up comfortably into every last hollow... *note heavy cushion sole, no insoles, leather, padding and skin.*

Try on a pair and feel the difference!

Dr. A. Reed
at lower prices



YOUR NAME HERE

Fig. 1

The J. P. Smith Shoe Company Has Prepared a Helpful Group of Cards for Dealer Mailing

free service go by the boards just because the car owner forgets or neglects to come in for subsequent service. It's your duty as a good business man to see that these 'time loans' come back and that they come back with interest.

"Many car owners take care of their batteries for a time. Then continued good performance makes them tardy and before long a familiar face is numbered among those missing at your service station.

"To remedy this situation we have prepared three follow-up postal cards. Printed in black and orange, these cards are available in any quantity at a net price of \$1.50 per hundred, imprinted. A three-time visit to an old customer at a total cost of 4½ cents."

The J. P. Smith Shoe Company is another organization that has given particular attention to the use of postcards by its dealers. "We are of the opinion," the company tells its dealers, "that postcards are exactly the right kind of direct mail to use this season and we think we have prepared

a selection of exceptional merit."

For its Dr. A. Reed shoes, this company offers its dealers a series of four Government cards. These are sold to dealers at the following list of prices:

NO. SETS (4 Cards to a Set)		Imprinted and Sent to You for Mailing (Price Includes Postage)	Imprinted, Addressed and Mailed by Us (Price Includes Postage)
Sets	Cards		
250	1000	\$14	\$24
500	2000	27	47
750	3000	40	70
1000	4000	53	93
1500	6000	80	130

These shoe cards carry a straight advertising message with "reason-why" copy. For example, the text on one of the cards reads:

IF

- a fine box spring is more comfortable than hard slats
 - soft, velvety turf is more comfortable than cement walks
 - balloon tires are more comfortable than solid tires
- doesn't it seem reasonable that a resilient, springy Cushion Sole Shoe would be more comfortable than any other?

The postcard is not an easy medium with which to work. Illustrations must be kept small and there is room for only a few words of copy. However, the fact that it is an admittedly effective medium, and the further fact that retailers are inclined to be partial to it these days, leave no room to doubt the wisdom of giving the postcard for dealer use a little extra attention.

Part of C. P. R. Steamship Account to Kenyon & Eckhardt

The Canadian Pacific Railway Company has appointed Kenyon & Eckhardt, Inc., New York, to assume general direction of its steamship advertising in the Eastern and Middle Western States.

In the Middle West, Kenyon & Eckhardt, Inc., will be closely associated with the Chicago office of Ruthrauff & Ryan, Inc., which has been appointed to direct the rail advertising of the Canadian Pacific Railway in that territory. The railway and hotel advertising in the Eastern States is handled by Albert Frank and Company. Railway and steamship advertising in California is handled by the local offices of Erwin, Wasey & Company, and in Oregon and Washington by the Daken Advertising Agency.

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Buying Power Yardsticks No. 14



MILWAUKEE Over-subscribes Community Fund

IN THE annual Community Fund campaign just ended, Milwaukee again went over the top with a total subscription of \$1,325,630. This not only exceeded the quota but is the largest sum Milwaukee ever raised for charity in sixteen years of Community Fund campaigns.

Today, as always, most people in stable Milwaukee have plenty of cash for their needs and a surplus for the few less fortunate. They are quick to open their purses as well as their hearts for a worthy cause. And the same is true in the case of a worthy product when brought to their attention through their favorite home newspaper.

Supplementary schedules are an extravagance when you use The Journal in Milwaukee.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

Thorough Trading Area Coverage at One Advertising Cost

You can't *sell 'em* ON THE RUN



ANY married man will tell you that a family is like an automobile—it never runs right in the morning till it gets *WARMED UP*. There is always a certain

amount of fuming and fussing—father raging to get down to the office and mother, half crying, trying to button up three little backs at once and get them off to school.

Heaven help the salesman who crashes the door at a

THE CHICAGO A

THE QUALITY QUANTITY CONCEALED

NATIONAL ADVERTISING REPRESENTATIVE GEORGE A.

250 Park Ave. N. Y. C.

Copyright 1931, The Chicago Daily News

CHICAGO
Palmolive Bldg.

PHILADELPHIA
Record Bldg.

DETROIT
Jesse F. Spencer, Conger, M.

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time like this—or, for that matter, the *advertiser*.

"Better come back tonight when things are a little more settled."

Tonight this seething, scattering herd of four million five hundred thousand people will calm down, converge back to the home and resolve itself into a get-at-able market of **ONE MILLION FAMILIES**. Wait till they get **TOGETHER**—you simply can't sell 'em on the run.

By the way—tonight, and every night **THE CHICAGO DAILY NEWS** has a definite date with this very important market and, if you are so minded, we can arrange to get your sales message into the bulk of these families under the most propitious conditions imaginable.

When you hit a strange town, if you want to be taken care of properly, the first thing you do is to step right up to somebody who **LIVES** there and politely ask him to direct you to "the best hotel." By the

same token, isn't it perfectly sound when it comes to picking a local newspaper, to find out *which one* local people themselves favor?

In 1930 **THE CHICAGO DAILY NEWS** carried more *retail advertising* than any six day paper in town.

That's direction enough for any advertiser, isn't it?

Here is a paper that really **COVERS** its market—just as much a part of Chicago as Michigan Avenue, the Loop or the Lake: and if you want to get into the key families in all of this great Chicago area, including suburbs, go in with **The Chicago Daily News**—and you're in **RIGHT**.

That is Why

The merchants of Chicago, in 1930, made the following investment per reader in the advertising columns of Chicago's daily papers:

- \$13.79 in **THE CHICAGO DAILY NEWS** (Eve)
- 7.99 in the *American* (Eve)
- 7.16 in the *Tribune* (Morn)
- 3.03 in the *Herald and Examiner* (Morn)

DEPARTMENT STORE ADVERTISING—The *Chicago Daily News* carried more than the two morning papers combined.

TOTAL GROCERY ADVERTISING—The *Chicago Daily News* carried more than any paper in the world.

—Authority: Media Records, Inc.

GO DAILY NEWS

ONCE DATED EVENING CIRCULATION

REPRESENTATIVE GEORGE A. McDEVITT CO.

250 Park Avenue, NEW YORK

DETROIT: F. Spencer, Jr.
SAN FRANCISCO: J. C. Conger, Mgr.

Financial Advertising Offices:

NEW YORK
R. S. Farley, Mgr.

CHICAGO
F. P. McFadden, Mgr.

Thousands Flock To Hear Aunt Susan

The Oklahoman and Times Free Cooking School, held from October 12th to 16th, was the most successful ever held in Oklahoma City. During the five days, more than 13,000 persons attended and more than 2,000 were turned away.



AUNT SUSAN

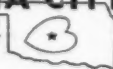
AUNT SUSAN is the Oklahoman and Times own home economics expert. Within a few years, she has become the Goddess of the Kitchen whom nearly every housewife in Oklahoma City and vicinity worships.

The daily column written by Aunt Susan is the most popular woman's feature of these newspapers. Her 15-minute broadcast each morning over the Oklahoman and Times radio station WKY brings more fan mail than all other features over this station combined, including Amos 'n' Andy and other NBC headliners.

Aunt Susan is one of the important reasons for the leadership of the Oklahoman and Times in reader interest among women readers in Oklahoma City and its area. And it is the reason why the Oklahoman and Times are the preferred mediums through which to promote food sales in the Oklahoma City market.

The **DAILY OKLAHOMAN
OKLAHOMA CITY TIMES**

OKLAHOMA FARMER-STOCKMAN
E. Katz, Special Agency



RADIOPHONE WKY
Representatives

214 140 21

How Johnson & Johnson Analyze 150,000 Inquiries

In Merchandising Its Baby Powder, This Company Has Made a
Thorough Study of Sampling

By E. B. Weiss

FROM five full-page advertisements run in 1931 in six general and women's publications, plus seven 430-line advertisements in a national weekly, Johnson & Johnson will receive this year slightly in excess of 150,000 inquiries. This advertising is in behalf of Johnson's Baby Powder.

Why does the company deliberately go after these inquiries?

What does it do with the inquiries after it gets them?

How does it know that going after these inquiries and handling them the way it does are worthwhile operations?

The answers to those questions should be of the keenest interest to any manufacturer having a product of wide use, a product for which there is a repeat demand, a product which is advertised or sampled—and that takes in a big list of manufacturers. I am going to set down Johnson & Johnson's answers in the form of a highlighted review of the company's policies, experiences and conclusions.

* * *

Any study of this sort must, necessarily, start with the product. Johnson's Baby Powder is, primarily, purchased by mothers for specific use in the routine care of babies. They buy it, naturally, only during the infancy of their children. Disregarding any potential adult market then, the demand for Johnson's Baby Powder comes from mothers from the time the baby is born until it is about two years old.

That immediately brings up a vital marketing point, namely, that it is necessary continuously to introduce the product to a new market of mothers. And that, in turn, creates a distinct advertising essential—the advertising must be directed constantly to new users,

rather than to the job of keeping old users thoroughly sold. In other words, unlike the Palmolive soap advertising, where 95 cents out of each dollar of the appropriation is devoted to holding present customers, Johnson's Baby Powder advertising spends 95 cents out of each dollar to build new customers.

In that basic fact the company is convinced is the fundamental incentive for its policy of encouraging inquiries for samples.

As H. W. Roden, director of Johnson & Johnson's Baby Products Division, puts it: "We feel that it is of decided assistance to us, because our copy aims at the new user, to offer these prospective users the opportunity of writing to us, if they choose, and of securing a generous initial sample of our product."

* * *

Accordingly, each piece of baby powder copy carries an offer of a set of free samples, consisting of a miniature can of the powder, a cake of baby soap, and a tube of baby cream. And now comes another interesting point: The company deliberately refrains, in its baby powder copy, from making the sample offer in the form of a coupon because it wants to eliminate the chronic coupon clipper. The offer appears in a special paragraph at the end of the copy and reads like this: "Free Samples! Send for our free Gift Box containing a generous sample of Johnson's Baby Powder, Johnson's Baby Soap, and Johnson's Baby Cream. Write to Baby Products Division, Dept. U-2, Johnson & Johnson, New Brunswick, N. J."

The company realizes that this method of encouraging inquiries may cut down somewhat the number of inquiries that would come in were a coupon used, but it be-



The Demand for Johnson's Baby Powder Comes from Mothers from the Time the Baby Is Born Until It Is About Two Years Old

believes that this is more than compensated for by the fact that the plan increases materially the quality of the inquiries. These inquiries, incidentally, reach the company in about an equal proportion of letters and notations jotted on the advertisement itself.

* * *

As already mentioned, the company expects to get 150,000 inquiries this year. "We feel," says Mr. Roden, "that this number of inquiries indicates a very potent pulling power on the part of our advertisements. Also, from the fact that the number of inquiries is increasing materially each year, we conclude that our copy appeal is becoming stronger all the time."

* * *

This advertising and sampling policy has been in effect for three years. The first year of this program the advertising appeared in half-page and two-column space. Two years ago the space was changed to full pages. Figures that have been compiled show, interestingly enough, that the cost per inquiry from the full-page advertisements has been less than the cost per inquiry from the smaller space.

The Cleanliness Institute, in its 1930 campaign, which produced a total of over 300,000 inquiries, reported precisely the opposite experience. The space units em-

ployed in the Institute's campaign ranked, in order of effectiveness, on the basis of inquiry costs alone, as follows: Single column, double column, full page.

That experience checked pretty closely with the figures compiled by Dr. Daniel Starch in his "Analysis of 5,000,000 Inquiries." In his analysis of 3,972,835 responses from 2,200 magazine advertisements of various sizes, Dr. Starch found that "The smaller spaces seemed to produce a relatively larger proportion of replies than the larger spaces."

But after making that remark, Dr. Starch added: "This may be accidental rather than significant." Whether the contradictory experiences of Johnson & Johnson and The Cleanliness Institute prove that point is a matter that will not be decided in this report. The figures are simply set down here for each advertiser to interpret in the light of his own experiences and his own problems.

* * *

Before Johnson & Johnson adopted their present advertising and sampling program for this baby powder, they had, over a period of many years, engaged in practically every form of sampling this product to consumers. They tried sampling through dealers, through institutions, house to house, through clubs, schools, etc.

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Three years ago, however, they became convinced that these forms of sampling, so far as baby powder is concerned, were tremendously wasteful and did not produce results commensurate with the expense involved. Consequently, the present plan of advertising and encouraging inquiries was adopted and has since been consistently followed.

However, like many other manufacturers, the company has been inclined, at times, to question the soundness of sampling in any form. Therefore, about eighteen months ago it decided to make a check on the plan it has been using.

It pulled, from the incoming inquiries, the names of 1,000 mothers writing from the city of Cincinnati, and 1,000 writing from Pittsburgh. Two women investigators were then sent to those two cities and commissioned to call on each of the 2,000 names supplied them.

The company wanted to know, specifically, whether the inquiries came from, and the samples went to, actual potential users of the product. The questions the investigators were instructed to ask were:

"1. Did you receive your samples?"

"2. Did you like the products?"

"3. Have you since receiving the samples purchased the products from your dealer?"

The investigators were able to interview personally 85 per cent of the 2,000 women—a splendid accomplishment. Of the number interviewed, 92 per cent had either actually purchased the product since receiving the samples or indicated that the first time they were in the market for a product of this nature they would definitely select Johnson's Baby Powder!

"This naturally sold us on the soundness of our method of appealing to the consumer," remarks Mr. Roden. "We plan on making a similar test early in 1932 and every eighteen months to two years in the future, doing the same job again as a check against our findings."

The majority of the inquiries that come in simply express a de-

sire to try the baby products. These are automatically taken care of by clerks and the package goes forward with the least possible delay. In addition to the contents already mentioned, the sample package contains a letter in which the qualities of the products and their uses are explained. This is a full-page letter and it has been the company's experience that a long letter of this sort gets more attention than a short one.

About 5 per cent of the inquiries come in in the form of letters calling for special answer. The samples are forwarded to these inquirers promptly and their letters later answered personally.

* * *

No established form of follow-up is used in connection with the inquiries, once the samples have been mailed. The names are simply kept on file and occasionally a use is found for them.

For example, at one time last year the company had 100,000 attractive booklets featuring unusual uses of adhesive tapes. It wanted to get these booklets directly into the hands of consumers. It took the names of 100,000 inquirers who had written in concerning baby powder and mailed one of the booklets to each name together with a letter reminding them that they had previously been sent a set of baby product samples and pointing out that here was another Johnson & Johnson product that the company wanted to commend to their attention.

Oddly enough, this reminder served to promote the receipt of considerably more letters thanking the company for the baby products samples than are usually received from the sample mailing itself!

D. W. Jennings Leaves L. & T. and L.

Dwight W. Jennings has resigned as vice-president of Lord & Thomas and Logan, Inc., with which he had been associated since 1921. He joined the Los Angeles staff as a copy writer, subsequently becoming manager of the San Francisco office. Following this he was made a vice-president and director. More recently he has been in charge of the agency's European offices.

Court Rules on "Milk of Magnesia"

ANOTHER milestone in a bitterly fought trade-mark dispute was recorded when the United States Circuit Court of Appeals for the Second District handed down its decision in what has come to be known as the "Milk of Magnesia" case. Under the terms of the ruling, the Charles H. Phillips Chemical Company loses the exclusive right to the use of the name "Milk of Magnesia." It retains, however, the registration of the mark "Leche-de-Magnesia."

McKesson & Robbins, Inc., has been on the other side of this prolonged legal tussle.

Said the court: "The use of the term 'Milk of Magnesia' in printed matter relating to pharmaceutical preparations is very old and the term is certainly descriptive. It could only be appropriated by the defendant [Phillips] and its predecessors if they showed that it had acquired a secondary meaning so that it described defendant's goods rather than those of others."

"While the use of the mark during the ten-year period by others than the defendant was not very considerable, yet we think it was enough to prevent the latter from obtaining registration of 'Milk of Magnesia'."

"But the defendant has no right to registration of the mark 'Milk of Magnesia' for another reason. Not only was the mark not exclusively used by defendant or its predecessors during the ten-year period, but since that time there has grown up a very large use which defendant has made no effort to stop. Indeed, defendant did nothing toward protecting the mark until 1924, when its validity was challenged by the complainant in this very proceeding to cancel the registration."

"We hold that the complainant must prevail not only because the trade-mark 'Milk of Magnesia' was not in the actual and exclusive use of the defendant or its predecessors, during the ten years prescribed by the statute, but also be-

cause the defendant abandoned the mark."

The right to register the mark "Leche-de-Magnesia," the court pointed out, stands on a different footing. The use of this mark by the Phillips company was such as to entitle it to registration.

C. M. Pritzker with New Razor Company

A new company, the Conrad Razor Blade Company, Inc., has been organized with headquarters at Long Island City, N. Y., to manufacture a new razor blade. Officers of the new corporation are as follows: President, Conrad Schumacher; vice-president and secretary, Irving S. Bodkin; treasurer, Anthony J. Chomas, and vice-president in charge of sales and advertising, Charles M. Pritzker. All of these officers were formerly with the AutoStrop Safety Razor Company, and following the acquisition of that concern by Gillette were with the Gillette Safety Razor Company, until the first of this year. With AutoStrop Mr. Pritzker was advertising manager and following the merger with Gillette directed the advertising of Gillette, Probak and AutoStrop products. Mr. Bodkin was chief of the engineering department of AutoStrop. Delivery of the products of the new company is set for the early part of next year.

Changes in Standard Farm Papers

The desirability for specialization in selling has resulted in a change in the sales organization of the Standard Farm Papers. Effective January 1, the Mid-West papers—*Prairie Farmer*, *Nebraska Farmer*, *The Farmer and Farm Stock & Home*, *Wallace's Farmer* and *Iowa Homestead*, and the *Wisconsin Agriculturist and Farmer* will have their own sales organization under the name of Mid-West Unit Farm Papers. C. L. Burlingham will have charge of the Western office located in Chicago. W. R. Downing will have charge of the Eastern office at New York.

Blackman Company Adds to Staff

Miss Mildred Holmes, formerly a member of the copy staff of the J. Walter Thompson Company, Inc., and Joseph Leopold, formerly with the American Oil Company, Baltimore, have joined the copy staff of The Blackman Company, New York advertising agency.

Carl Dreyfus with Hearst

Carl Dreyfus has joined the Hearst Newspapers as executive representative in New England. Mr. Dreyfus, who has been active for many years in commercial, educational and philanthropic fields in Boston, has held positions on several city and State commissions.

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Outstanding for economy in advertising cost

The Indianapolis Radius is a market you can cultivate . . . *with satisfactory profit . . . NOW.* Upward of two million consumers . . . 92 per cent native born white, 98.3 per cent literate . . . with widely distributed and well sustained purchasing power . . . welded into a compact, cohesive unit by magnificent transportation facilities . . . make it a market of uncommon sales possibilities. One newspaper, *The News* . . . *first* in Indianapolis for 36 consecutive years . . . again and again has demonstrated its capacity to sell this great market *ALONE* . . . for only *one* economical advertising cost.

Concentrate in *The News* in Indianapolis and enjoy a profitable volume of sales for a minimum selling cost.



Member Major Market Newspapers, Inc.
The 100,000 Group of American Cities

THE
INDIANAPOLIS NEWS
1st in Indianapolis for 36 consecutive years

New York: DAN A. CARROLL
110 East 42nd Street

Chicago: J. E. LUTZ
Lake Michigan Bldg.

"Industry is no longer only the technic of manufacture. It is the study of men's minds as well."

LORD WANDERFOOT

(NOW TRAVELING IN THE UNITED STATES)

25,000,000 people are a nation within themselves. They constitute an important economic interest whether you consider them as producers or consumers. Or both.

To think of them is to be confronted immediately with an extraordinary fact. THESE PEOPLE ARE CONCENTRATED IN ELEVEN CITY MARKETS. A significant truth to the manufacturer who is always striving to plan his merchandising in *compact* and *non-wasteful* terms.

As representatives and commercial envoys of this great trade empire The Boone Organization has made an authoritative study of its wholesale and

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retail activities; its shopping centers; the various local buying temperaments and habits. This study is a continuous thing—a living, daily contact with a vital social organism.

The Boone Man's knowledge is not only basic but current. You can—and should—employ it profitably.

CALL THE BOONE MAN

RODNEY E. BOONE ORGANIZATION

INTERNATIONAL MAGAZINE BUILDING
57th STREET AT 8th AVENUE, NEW YORK CITY

CHICAGO
Hearst Building

BOSTON
5 Winthrop Square

PHILADELPHIA
Fidelity Philadelphia
Trust Building

SAN FRANCISCO
Hearst Building

CLEVELAND
Union Trust Building

DETROIT
General Motors Bldg.

ROCHESTER, N. Y.
Temple Building

ATLANTA
Glenn Building

D A I L Y

New York Journal
Boston American
Albany Times-Union
Detroit Times

Syracuse Journal
Rochester Journal
Washington Times-Herald

Chicago American
Baltimore News
Omaha Bee-News
Atlanta Georgian

S U N D A Y

Boston Advertiser
Albany Times-Union
Detroit Times

Syracuse American
Omaha Bee-News
Washington Herald

Baltimore American
Rochester American
Atlanta American

What a Market DETROIT Is!



New Post Office Under Construction Calls For Expenditure of \$5,600,000

A new Post Office for Detroit involving the expenditure of five million six hundred thousand dollars represents something more than a Federal appropriation. The truth is that Detroit has been growing in population, area and industrial magnitude so fast that additional space for postal requirements was imperative. Detroit is America's fourth city and as such is a market worth anyone's serious investigation. Particularly this winter does it deserve careful study, for the auto-

mobile manufacturers postponed the presentation of their 1932 models from mid-summer, the customary period, to the late fall of this year or early winter of 1932. This means concentration of manufacturing during the winter months with consequent increase in employment. Moreover Detroit is worth studying from another angle—the financially able homes can be covered thoroughly and economically by the use of one newspaper—The Detroit News.

The Detroit News

New York Office
I. A. KLEIN, INC.

THE HOME NEWSPAPER

Chicago Office
J. E. LUTZ

Member of Major Market Newspapers, Inc.

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No Cut in A.B.C. Efficiency Is Convention's Edict

If Deficit Comes, Special Assessment Is Ordered to Keep
Service Unimpaired

THE Audit Bureau of Circulations, according to reports rendered at its eighteenth annual convention held in Chicago last week—the largest convention it has ever held—did more work during the last year than in any previous year of its history and as a result had to spend \$53,968 more than it received from its membership.

Of this amount, as was pointed out by President P. L. Thomson, in his annual report, \$38,463 was invested in doing more and better auditing—the job for which the Bureau was organized. The record shows 1,523 audits released for the year as against 1,439 a year ago. And then, \$15,504 was devoted to paying for an advertising program that was inaugurated a year ago.

But an actual deficit in the Bureau! Such a thing has been unheard of for fifteen years; and, even though the directors knew it was coming, they were somewhat shocked when they met last week (Wednesday night) and learned the exact financial condition.

The session was exceedingly stormy, according to a report made to PRINTERS' INK by one of the divisions.

It was recognized that more revenue would probably have to be raised; it would not do to continue to draw upon the Bureau's working capital fund which, by reason of the deficit, has now dwindled to \$195,725 instead of the \$249,693 it contained at the beginning of the present fiscal year. But a majority of the directors hesitated to impose larger dues or make special assessments, fearing that under present business conditions such action might cause numerous resignations from membership. Hence, after long hours of argument, the operating officials of the Bureau were peremptorily ordered to balance the budget.

The result was that on Thursday morning President Thomson

announced that the board had decided to make horizontal decreases in the salaries of all members of the staff receiving more than \$20 per week. Simplification of audit forms was also being made, he said, and an outside firm was studying the Bureau's operating methods with the object of removing every possible waste and suggesting means of operating under the most rigid economy.

"How we are to meet the future," Mr. Thomson said in his speech (which, it is hardly necessary to add, was rewritten during the board's session on the previous night), "is another problem. Essentially the organization is in a sound condition. It has the best management and the best trained force in its history. It is equipped to render whatever service the members demand. But they must pay what it costs. As the extent of that service has become greater and its character more difficult we have recognized for several years that an adjustment of dues was in order."

The news of the deficit, imparted by the president, was discussed with avidity at the various divisional meetings during the afternoon. But the members failed to display the excitement and the heat shown by the directors. Their attitude was more one of curiosity and of determination that the question of mere money should not be suffered in the slightest degree to jeopardize the Bureau's efficiency.

In the newspaper division there was pronounced opposition to cutting anybody's pay and a cordial agreement to stand for higher dues or at least a special assessment.

Some of the newspaper members were disposed to blame upon the advertisers the higher cost of making the audits and took refuge in the rather unctuous expression that "of course we must give the ad-

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vertisers what they want in the way of audit reports, and if what they want costs us more than we have been paying, then we must necessarily pay more."

At which Marco Morrow, assistant publisher of the Capper Publications, strode down the center aisle waving his cane in one hand and his hat in another, and exploded in this wise:

"In all the fifteen years I have been connected with this Bureau I have never seen or heard the advertisers ask for anything in the way of changes in audit forms or additional information that involved enough extra cost to justify even mention. We publisher members are the ones who are hard to suit; we pull and haul these forms around year after year and demand this and that. Why, then, shouldn't we face our own responsibility, pay for what we demand and get, and not take refuge in the rather cowardly expedient of cutting salaries and introducing so-called economies that are likely to impair the Bureau's efficiency?"

This view, concurred in by many in the newspaper division and in other divisions as well, prevailed Friday morning when the Bureau met in its regular executive business session. The following resolution, introduced by Mr. Morrow, as chairman of the resolutions committee, was unanimously adopted:

RESOLVED, That it is the sense of the membership of the A. B. C. that there shall be no curtailment of the efficiency of the service rendered its members, and if the economical continuation of that efficiency shall, during the coming twelve months, entail a deficit, then it is the sense of the membership that a special assessment shall be made covering that deficit; and the Board of Directors are hereby empowered to take such action along these lines as they in their wisdom deem advisable for the present and future good of the organization.

The convention, as was noted in the beginning, was the largest in the organization's history, comprising 1,236 votes in person and proxy. The votes were divided like this: Newspaper members, 864; magazines, 137; business

papers, 119; advertising agencies, 49; farm papers, 36, and *advertisers*, 31.

Thomas H. Beck, president of the P. F. Collier & Son Co., and vice-president of the Crowell Publishing Co., did not know about these figures when he made an address at the convention's opening session. But they go to emphasize a striking statement he made in that speech.

"It is strange but true," he said, "that the A. B. C. was founded largely at the instigation of advertisers who pressed and forced publishers into it to a very considerable degree, and since the publishers have carried it on; and now we are in the position where the publishers, both newspaper and magazine, and farm papers and business papers, are trying desperately to sell the idea back to the advertising agents and the advertisers and to cause them to use more than the first page of the report."

The membership was impressed by this representation of Mr. Beck and also by the statement of Mr. Thomson that the advertising program carried on during the last year had caused some accessions to advertiser membership.

It was recognized and admitted that membership by publishers on the one hand and agents on the other is based on entirely different considerations. Whereas publishers' connection with the Bureau has come to be generally acknowledged as a *sine qua non* of sound publishing and an evidence of willingness to co-operate for the good of the business as a whole, the 137 national-advertising members pay dues almost entirely out of consideration of support to the Bureau as an institution.

"They can get audit reports direct from publishers," Mr. Thomson said, "or through their agencies without the payment of any specific fee. They recognize, however, that the Bureau is essentially a three-party organization made up of advertisers, agencies, and publishers, and they provide dues ranging from \$60 to \$240 a year a piece in generous

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Solo on One String

It is an old newspaper custom to point with pride to leadership in one advertising classification or another and proclaim it proof of superior worth to advertisers in all classifications—a swell argument if it didn't happen that more than one newspaper in the same field can legitimately use it.

For all practical purposes two newspapers in the same field flinging such claims at each other simply come out even.

For a long time the Chicago American has pretty religiously stuck to advancing its very substantial circulation leadership in its field as a prime index of its usefulness to advertisers. We have harped on this fact because it is a fact, and because it proves something which cannot be successfully debated—a deep-rooted preference among Chicago families for the sort of newspaper we publish six nights a week.

No other evening newspaper in Chicago can cancel out that statement with one like it.

CHICAGO AMERICAN

a good newspaper now in its ELEVENTH YEAR of circulation leadership in Chicago's evening field.

National Representatives:

RODNEY E. BOONE ORGANIZATION

recognition of their responsibility for sharing in the support of the Bureau as an institution.

"In periods of business depression, however, when all association memberships are undergoing the severest scrutiny, general considerations of this sort, like institutional advertising campaigns, give way to the necessities of rigid economies. It is because of this that some national advertisers have withdrawn during the last year, and the campaign to secure more memberships from this field has not been more productive. There is a growing feeling among the members of the board that along with the adjustment of publishers' dues, some changes in the schedule for advertisers are due in order to make it possible for greatly increased numbers of national advertisers, who believe in the Bureau and are giving it moral support, to give it financial backing without the payment of annual fees as high as \$200, for services which are available at no cost through their agencies or direct from publishers."

In an address, characterized by his usual subtle humor, Mr. Beck discussed the subject "Know Your ABC's"—meaning, of course, audit bureau reports.

"There has been a lot of talk about liquidation of advertising rates," Mr. Beck said, "and I suppose that most of it comes from misinformation. The head of an advertising agency told me not long ago that while he allowed his space-buying department to take care of the details, he was sure rates were too high. Numerous instances along this line and the more or less widespread clamor for lower rates causes me to recommend to all principals of agencies and advertisers that they should carefully study their ABC's; that they interpret from those ABC's the rate per line per hundred thousand, which is the basic rate on which decisions can be established; that they go back for a period of years and find out whether or not rates have been liquidated.

"It is my firm belief—and I

have been on the other side of the fence as a buyer of space for national advertisers—that it is simple and easy to buy space if the buyer knows people generally. I think that is one qualification he must have. The other is that he must study his ABC's carefully and thoroughly and then he should read at least once the publications he intends to use, no matter how difficult that is."

In the newspaper division a resolution was passed providing that the board of directors should, except under unusual circumstances, give to newspaper publishers the source of their information relative to the Bureau's so-called outside investigations of unsold copies on newsstands. This was in response to an address made at the opening session by S. E. Thomason, publisher of the *Daily Illustrated Times*, of Chicago. The Bureau's investigation of newsstand sales of three Chicago afternoon newspapers revealed that a total of only 1½ per cent was left in dealers' hands every day.

"When the Bureau determined to eliminate bulk sales, to excise contest circulation," Mr. Thomason said, "its action was tantamount to advice that such circulation was not desired by advertisers, and the publisher could cut it out if he wanted to. But here is a step that puts it in the power of the Bureau to eliminate circulation, and at the same time ties the hands of the publisher who wishes to defend his circulation against the cut. The Bureau puts itself in the position of hearing witnesses against the publisher, and depriving the publisher of the opportunity to be heard in his own behalf.

"I have no wish to appear in the role of a little Red Riding Hood who never heard of the wolf that made newsdealers 'eat' newspapers. That practice has been pursued in the past, and it seems reasonable to me that the Bureau should take steps to insure against it in the future. But I press the point that, so long as the newspapers accord the Bureau the co-operation that they have in the past, the Bureau

SOMETHING NEW IN COOKING SCHOOLS

Chicago Tribune School OF Cookery

**SIXTEEN SESSIONS
NOV. 3 TO 24 INC.**

FROM Nov. 3 to 24, women of Chicago and suburbs will attend the most remarkable cooking school ever held in Chicago.

Under the direction of Miss Mary Meade, Chicago Tribune cooking editor, Mrs. Ida M. Chitwood, nationally known home economics expert, will conduct a sixteen-session School of Cookery in four of the city's largest auditoriums.

Every detail of the school, from the model kitchens and equipment to the special amplifying systems, has been worked out to make this by far the most stupendous event of its kind ever attempted in Chicago. An elaborate

AN UNUSUAL OPPORTUNITY FOR



Mary Meade
Chicago Tribune
Cooking Editor

Ida M. Chitwood
Nationally known home
economics expert



program of entertainment and an abundance of daily and grand prizes have been planned. The main attraction, however, which will pack the sessions day after day will be the serious, competent, thorough going manner with which the lectures and demonstrations will be conducted. More than 100,000 women are expected to attend the 16 sessions.

To the food manufacturer who appreciates the value of having his product competently and interestingly demonstrated before the

Chicago Tribune

THE WORLD'S GREATEST NEWS

Eastern Adv. Office
NEW YORK
220 E. 42nd St.

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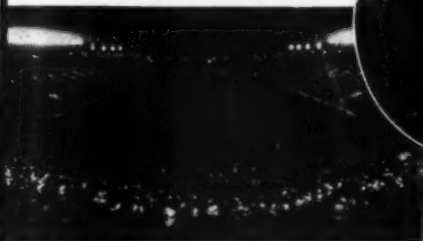
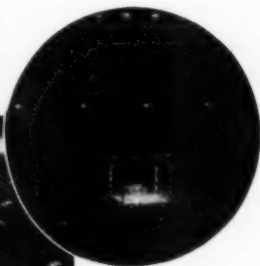
gamous audiences of home-minded women, the Chicago Tribune School of Cookery offers an unparalleled opportunity.

FOOD ADVERTISERS interested in cooperating with this new kind of cooking school are invited to get the complete facts about the plus values which will be accorded to Chicago Tribune advertisers at this time.

Write, wire or phone for a Chicago Tribune man today.

RIGHT—Part of the crowd of more than 40,000 who sat in the bitter cold last spring to see the International Golden Gloves matches sponsored in Chicago by the Tribune.

BELLOW is the crowd of more than 115,000 persons which attended the Chicagoland Music Festival conceived and directed by the Chicago Tribune.



The foremost medium for reaching women of the rich Chicago market is the Chicago Tribune. It is read by more women than read any other Chicago newspaper. It has more home-delivered circulation than all other Chicago papers combined. During the first nine months of this year general advertisers of groceries spent more money in the Tribune than in any other Chicago newspaper.

Chicago Tribune

S G R E A T E S T N E W S P A P E R

Office New England Adv. Office
TA BOSTON
erty Bldg. 18 Chamber of Com. Bldg.

Western Adv. Office
SAN FRANCISCO
820 Kohi Bldg.

AS proof of Free Press ability to make sales and move merchandise *right now*, get this statement from F. L. Reiner, Sales Manager of the Maytag-Detroit Company.



"MAYTAG sales through community dealers in September were 40% greater than the average for the four preceding months . . . 83% greater than during August . . . and 158% greater than during September, 1930."



"WE state freely and frankly that Maytag advertising in The Free Press, plus Free Press co-

operation, contributed materially to the satisfactory sales record made in September."



IT might also be added that no other newspaper but The Free Press was used during the campaign.



ADVERTISING now has to do more than merely mould minds and form opinions. It must follow-through to sales. The Free Press offers that definite opportunity for advertising in Detroit at a lower cost.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

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will have to find means of abating undue high-pressure sales methods, which will afford the publisher an opportunity to defend his selling organization against the charge. The present methods are, in my judgment, contrary to the principles of sound auditing, sound business, and offensive to an atavistic sense of justice which assures even the most notorious criminal the right to confront the witnesses against him and be heard in his own defense."

The resolution, as finally adopted by the newspaper division, was in the nature of a compromise between Mr. Thomson and John Cowles, of the *Register Tribune-Capital*, Des Moines, and substantially everybody was for it. Conflicting resolutions were adopted in the agency and magazine divisions, however, and the resolutions committee, instead of recommending any one of the three to the general convention, called attention to the present rule covering the subject which is as follows:

When an audit shows variations from the figures in publishers' statements, it is the duty of the Bureau to give to the publisher full information in detail for a thorough and satisfactory investigation as to when and why deductions are made, but that does not mean that the A. B. C. must necessarily furnish the source of information. The publisher in such cases has the right to appeal to the managing director, and in case of an unsatisfactory outcome, has the right to appeal to the board of directors which may, at its discretion, refer the matter to the advisory committee of his division which shall sift the facts and recommend a decision to the board of directors.

The committee recommended that the Bureau once more approve this rule which has been in force for several years. It was rather a new experience for the Bureau thus to indorse itself, but it was done.

The Bureau elected directors, all for two years, as follows:

Advertiser Division: Stanley E. Baldwin, Willard Storage Battery Co.; S. E. Conybeare, Armstrong Cork Co.; F. R. Davis, General Electric Co.; T. F. Driscoll, Armour & Co.; Felix Lowy, Colgate-Palmolive-Peet Co.; Guy C. Smith, Libby, McNeill & Libby;

P. L. Thomson, Western Electric Co.

Advertising Agency Division: Frank J. Hermes, The Blackman Company, New York.

Business Paper Division: E. R. Shaw, *Power Plant Engineering*, Chicago.

Farm Paper Division: W. C. Allen, *The Dakota Farmer*, Aberdeen, S. D.

Magazine Division: S. R. Latshaw, Butterick Publishing Co., New York.

Newspaper Division: John Cowles, *Register & Tribune-Capital*, Des Moines; Howard Stodghill, *Louisville Courier-Journal*, Louisville, Ky.

All these are re-elections with the exception of Mr. Stodghill, who succeeds J. F. Bresnahan of the Press Publishing Co., New York.

The divisional committees elected to co-operate with the directors in the respective sections are:

Newspaper Division: E. K. Gaylord, *Oklahoman & Times*, Oklahoma City, Okla.; Hugh A. O'Donnell, *New York Times*; Wm. F. Rogers, *Boston Transcript*; Wm. F. Schmick, *Sun*, Baltimore; A. W. Shipton, *Illinois State Journal*, Springfield, Ill.

Farm Paper Division: P. E. Ward, *The Farm Journal*; Fred F. Fitch, *The Country Gentleman*; F. D. Mitchell, *Farmer's Advocate & Home Magazine*; W. G. Campbell, *Farmer's Guide*; Dante Pierce, *Pierce's Farm Weeklies*.

Members of the board representing the advertising agency division were authorized to select their own committeemen.

The directors, following the meeting, re-elected these officers:

President, P. L. Thomson, Western Electric Co., New York; secretary, T. F. Driscoll, Armour & Co., Chicago; treasurer, E. R. Shaw, *Power Plant Engineering*, Chicago.

O. C. Harn, who was kept away from the convention by illness, was again chosen as managing director. A resolution was adopted thanking Mr. Harn and his associates for their services and wishing him a speedy recovery.

Re: Borders in Advertisements

FERRY-HANLY ADVERTISING
COMPANY
KANSAS CITY, MO.

Editor of PRINTERS' INK:

Can you give me reference to articles that may have appeared in PRINTERS' INK on the subject of the use of borders in advertisements?
NEWTON CROSS.

THE function of a rule border, or any border, for that matter, is to "hold off" competing advertisements. But, as with everything else, advertising typography has come a long way and borders now serve many other purposes aside from the first functional use.

Today there is a distinct trend away from borders in modern advertisements. This does not mean that borders in modern advertisements are passé; it merely means that modern typographers have found borders, in certain instances, to be anti-climactic and wholly unnecessary because elements in the advertisement itself make the border unnecessary.

Various attempts to make borders different have been seen in the last ten years, some abortive, others fairly good. Most often these attempts have been toward devising borders that are indicative of the product advertised. This is quite all right if handled well, but the usual handling seems to demand of the layout man that he go beyond all bounds of good taste to achieve his effect. In some cases there is so much border that there is little else. This is especially true when borders are pictorial. Hence, no matter what means are used to gain an effect, a good axiom to abide by would be "keep it simple."

Of interest recently has been the use of the all-type border. This is the use of a letter of the alphabet, usually a letter or letters of the advertiser's firm name, running repetitively all around the advertisement. This use serves the advertisement as an effective border, plus a little added interest, all its own. For examples of this see PRINTERS' INK for Sept. 3, in which Gilbert Farrar gives examples of this method of setting off the advertisement.

Browning, King & Co., New York haberdashers, have been running a series of advertisements in newspapers of late, using this idea. The initials BK form a running pattern around the advertisement which adds considerably as an eye-catching device.

In regard to borders, most advertisers are highly conservative. Most of them will admit that line borders are not "appropriate," yet few make any attempt to experiment. All efforts to popularize borders other than rule borders have been dismal failures. But a new "deal" in borders must come and the example of a few progressives will be sufficient to break down the existing lethargy.—[Ed. PRINTERS' INK.]

To Represent Seattle Sport Publication

The Northwest Golfer & Country Club, Seattle, has appointed Herman Sonneborn, publishers' representative, New York, as its Eastern representative. Martin & Plume, publishers' representatives, Chicago, have been appointed as Western representatives of this publication.

R. J. Lancraft Joins Walker-Rackliff

Robert J. Lancraft, for over five years with Barron G. Collier, Inc., in charge of advertising plans and sales promotion, has joined The Walker-Rackliff Company, New Haven, Conn., creative printer and publisher, as managing editor in charge of publications.

Acquires Morristown "Jerseyman"

John E. Clarey, for twenty years publisher of the Madison, N. J., *Eagle*, has purchased the Morristown, N. J., *Jerseyman*. Philip S. Day has been made editor of the *Jerseyman*.

Appoints Evander Agency

The Capitol Radio Engineering Institute, Inc., Washington, D. C., has appointed The Evander Company, Inc., New York, to direct its advertising account.

Death of G. M. Brazier

George M. Brazier, for many years a member of the San Francisco Advertising Club and identified with display advertising, died in Los Angeles recently.

Speeding it up •

**Much
direct-mail
printing**

**Many a good
booklet or
folder**

could be improved by speeding it up—putting a little snap into it.

could be made even more effective by the use of an intriguing bit of color, or a few human-interest photographs, or a clever drawing or two,—it doesn't take much to do the trick.

We try to think about printing in terms of results. If you are not getting all that you should out of your direct-mail advertising, then

**let us have
a shot at it**

CHARLES FRANCIS PRESS

**461
Eighth Avenue
NEW YORK**

Printing Crafts Building

Farm Publishers Re-Elect Four Directors

RE-ELECTION of four directors and adoption of a resolution protesting the promotion of direct-mail advertising by postmasters were the chief actions taken at the business session of the Agricultural Publishers Association at Chicago last week. Other business included brief discussions on the association's fair-play copy policy, agency relations and internal association business matters.

As a result of the election, these will again serve three-year terms on the board of directors: H. C. Klein, *The Farmer and Farm, Stock and Home*, St. Paul, Minn.; T. D. Harman, *Pennsylvania Farmer*, Pittsburgh; J. F. Young, *Pacific Northwest Farm Trio*, Seattle; and W. C. Allen, *Dakota Farmer*.

The resolution on the postal matter referred to what the group believes to be, in common with several other publishing organizations, undue promotion of direct-mail as an advertising medium by postmasters seeking to advance the use of the third-class privilege. The association's expression on the matter will be conveyed to the post office department. A second resolution passed at the meeting recommended that concerns engaged in compiling advertising lineage figures include baby chick advertising volume, now excluded, in their computations of commercial lineage figures.

In a review of the year in farm-paper publishing, Victor F. Hayden, executive secretary of the association, noted that while the farm press, in common with other media, has sustained lineage losses, farm-paper publishers have adapted themselves to these temporarily changed conditions. They have initiated economies and established new standards of efficiency which should, he pointed out, be rewarded by greater profits when these standards are applied in the coming period of normal business.

Timken-Detroit Rounds Out Line with New Product

Described as a logical addition to its line of equipment sold in connection with oil burners, The Timken-Detroit Company announces that it will now market a new product, the Timken-Air-lux humidifier. This will be sold through the company's twenty-two factory branches and through the Silent Automatic Corporation, which will be merged with Timken-Detroit, on January 1, 1932.

The addition of this line is expected to open up a new field of activity for the Timken sales organization. The peak selling seasons for oil burners are in the spring and fall. Summer sales are materially increased by selling hot water coils with the burners. December, January and February, slow months in the oil burner business, are peak months for humidifier sales, thus rounding out the profit possibilities of the sales organization.

Diplomat Products to Grant & Wadsworth and Casmir

Diplomat Products, Inc., New York, has appointed Grant & Wadsworth and Casmir, Inc., New York advertising agency, to direct the advertising of Diplomat boned chicken, chicken soups and noodle dinners. A list of metropolitan newspapers in Eastern cities is being used.

New Campaign for Angostura Bitters

The J. W. Wupperman Angostura Bitters Agency, Inc., New York, has appointed Street & Finney, Inc., New York advertising agency, to direct the advertising of Angostura Bitters. Copy featuring a specific use for this product will appear in newspapers of principal cities throughout the country.

W. L. Stensgaard with Ameri- can Asphalt Paint

W. L. Stensgaard, formerly general sales and advertising manager of stores of Montgomery Ward & Company, has been appointed advertising and merchandising manager of the American Asphalt Paint Company, Chicago. He was formerly with the Stewart-Warner Corporation.

Norwalk Tire to Smith-Patterson-Allen

The Norwalk Tire & Rubber Company, Inc., Norwalk, Conn., has appointed Smith-Patterson-Allen, Inc., Hartford, Conn., advertising agency, to direct its advertising account.

Biofood to Blum

Eugene Kuhne, Cambridge, Md., has appointed the Charles Blum Advertising Corporation, Philadelphia, advertising agency, to direct the advertising of Biofood. Newspapers and magazines will be used.

Here's How Times Have
Changed in PITTSBURGH

Exceeds Quota 154%!

When the Kelvinator Sales and Advertising Campaign was planned for a Sales Contest Period, just ended, a most careful study was made of Pittsburgh newspapers, and their distribution in this market. The facts learned were so overwhelmingly in favor of the Sun-Telegraph that it was decided to use this newspaper exclusively.

How correct was this judgment is proved now that the period is over. One hundred and fifty-four percent increase over their quota—over two and a half times as much business as they expected to do! What a record, and what a message to other advertisers.

THE SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

TEST TOWN!

... Oh yeah?



"WE WERE a wow in Hohokus. We panicked 'em," asserted the young man with the soiled vest and the conspicuous gold teeth. He was the more aggressive but less valuable half of a dancing team.

But the booking agent didn't panic. It takes more than a wow in Hohokus to win a forty week contract on the big time circuit.

Vaudeville acts, theatrical productions and new products often start in Hohokus. The vaudevillian and producer, however, don't care much about the reaction of the Hohokus public. They start in the sticks to work into the act, to polish the performance. But the product manufacturer calls Hohokus a "test town" and thinks he is making an experiment in marketing. He depends on Hohokus to tell him whether the new product is a wow or not.

Hohokus may be a lot of places, a town of a few thousand people or a city in the half million bracket. It is a small sales territory, which can be covered quickly. It may have a newspaper, in which a small, scared schedule of tentative advertising is run. The retailers may or may not be high-pressured into stocking the new article. The advertising runs. Sales may follow, or may not. And what of it?

If the effort is a flop—does it prove that the product is?



hokus. We If the "test" is successful—does it prove that the great
soiled vest national market will buy?

ore aggres There are 123,000,000 people in this country—all kinds
of people. The inhabitants of Hohokus, Ohio, are not par,
s more than standard or interchangeable with the sun kissed sons of
t on the big California, the Detroit mechanic, the fifth generation Ger-
man of Pennsylvania, the slow speaking Southerner, the
ew products Kansas dirt farmer, the cautious New Englander or the
producer. Chicago business man. Climate, race, color, creed, and
the Hoho origin; occupation, mental outlook, local taste—all com-
the act, to plicate the marketing problem.

cturer calls Hohokus is too small a sample, too thin a test tube, too
an experi narrow a slice for a national marketing laboratory.

to tell him THERE IS only one worthwhile Hohokus, one real test town
in this country. Its name is New York.

few thou- New York City and its suburban zone include 11,000,000
et. It is a people—almost ten percent of the national total. New
kly. It may York's population is made up from the whole country, a
chedule of generous portion of all nationalities and native sons from
or may not every state. New York carries the whole stock of the
The adver- national catalog.
what of it?

product is? Sell New York—and you prove something! Sell New

York—and you start with a profit. Sell New York—and you know that the rest of the country will buy. Sell New York—and you have a running start in the national market.

Sell New York—and your volume is as much as hundreds of smaller markets combined! Sell New York—and reach more customers per dollar spent, per working day, per salesman, sell more cases per square mile and per outlet.

If the product is right—New York will prove how much market it has, how much the rest of these United States will buy it. And if the product isn't right—well, why try to sell it in the first place?


Today, in particular, think of New York as your test town. More people here, more money here, more jobs, more buying, more consumption than you can find anywhere else.

AND ANOTHER advantage of New York as a test town—you have The News. One newspaper that wraps up this market in a single package, one medium that *alone* can sell this market. It reaches two out of three city families, one of five in the suburbs. It reaches all kinds of families—more in every neighborhood, social grade, age group and income bracket than any other paper. It reaches a majority of customers, too—and the New York retailer knows it does!

Its small page gives full value to your advertising, brings it to more eyes and minds and pocketbooks.

And it still has the lowest milline in this market—a 1928 rate with 1931 circulations. The daily circulation is more than 1,360,000 copies—160,000 above the rate basis and the Sunday circulation exceeds 1,690,000—240,000 copies above the rate basis. Finally, remember this: it works—even in these times. It is one of the few newspapers in this country that have shown advertising gains every month for the past two years, and for ten years before the last depressed two.

The News can test New York—now, at a profit.

THE  NEWS, NEW YORK'S PICTURE
NEWSPAPER, 220 EAST 42nd STREET, NEW YORK
Tribune Tower, Chicago + + Kohl Building, San Francisco

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PICTURE
W YORK
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Newspaper Executives Tell Why Rates Should Stay

Publications Perform Service, Managers Say, and Product Can't Be Cheapened in Bad Times

AS was related in last week's PRINTERS' INK, the members of the Newspaper Advertising Executives Association, in session at Chicago, declared their intention of not reducing advertising rates, either general or local, in the near future. After taking this vote they sat around and talked shop for three or four hours, the burden of the discussion being the economic justification of the present newspaper rate structure.

It was brought out during the discussion that numerous newspaper advertising managers had had sessions with retailers in their towns who demanded a showdown on advertising rates. Others had such sessions scheduled within the next week or two. There was a general inclination, therefore, to exchange ideas on the subject to the end that the managers might be equipped better to justify the soundness of present rates.

Frank E. Tripp, general manager of the Gannett newspapers, spoke rather dramatically in response to a question as to why newspaper rates should not be reduced.

It was the weakest kind of argument, he asserted, for an advertiser to bring up the old stock statement that "everything else has come down so why not advertising?" The plain facts were that the production costs on newspapers had not decreased except fractionally here and there. There was one group of newspapers in middle-sized towns whose production cost was 30 per cent more in 1930 than in 1916. And in 1931, up to now, this cost has been 1.9 per cent higher than in 1930.

Mr. Tripp made the somewhat remarkable statement that the man striking at the newspaper rate structure really hits at national well-being.

"Never was there such a need," he said, "for unkept, aggressive,

financially independent and successful newspapers. The person who would lessen their strength does more harm than the soap-box Red.

"It is to the enormous benefit of America that newspaper publishers have kept their heads during this world-wide economic crisis. They have not suffered their quality to deteriorate. And, as a matter of fact, they could do nothing else, because they are selling a service—not mere pieces of printing."

Don Bridge, advertising director of the New York Times and president of the association, recited from memory a part of Marco Morrow's bit of free verse in the September 17 issue of PRINTERS' INK in which Mr. Morrow satirized Lee Bristol's statement made in behalf of the Association of National Advertisers, that advertising should cost less these days because it is not so productive as of yore.

"This is one very strong argument against reducing newspaper rates even though Mr. Morrow did not mention rates directly," said Mr. Bridge. "Every newspaper man who has not read this presentation should do so; it will equip him better to wage his present fight in behalf of his own interests."

No Bitterness

There was an entire absence of bitterness and radical statements in the discussion. It was emphasized by persons such as W. E. Donahue, advertising manager of the Chicago Tribune; Harvey R. Young of the Columbus Dispatch; W. H. Moore of the Detroit News, and Irwin Maier of the Milwaukee Journal, that most emphatically there are two sides to the argument and that it is the advertiser's privilege to advance such premises as he believes correct, though in fact they may be erroneous.

Others who took part in the discussion but who desired their remarks to be "off-the-record" in-

clude Steve Kelton of the *Houston Chronicle*; Col. L. W. Herron, *Washington Star*; A. L. Shuman, *Fort Worth Star-Telegram*, and William F. Rogers, *Boston Transcript*.

The session, as is usual with all meetings of this organization, was decidedly informal, there being no set speeches except one by Alvin E. Dodd, vice-president of the Kroger Grocery & Baking Co., Cincinnati, which was reported in last week's issue of *PRINTERS' INK*. The rest of the program was taken up by answering questions which had been sent in by members and considering others that popped up during the discussion.

One member wanted to know if any newspapers had discontinued printing radio programs. A vote was taken and it was ascertained that a majority of the papers had not taken such action but that practically all had reduced the space used for this purpose. A small minority had cut the programs out altogether.

Another vote revealed it to be the general idea that the grocery and drug chains had operated so as radically to benefit advertising lineage. This was something of a revelation to one member who thought that all chains worked against the use of newspaper space.

"How shall we remunerate advertising salesmen these days so as to keep up their morale?" was another question. It was revealed that practically no newspapers had reduced salesmen's salaries during the last year, although, of course, their incomes necessarily suffered through smaller commissions or bonus checks due to a lesser volume of business. It was said further that a majority of the advertising managers present paid their advertising salesmen on a straight salary basis.

Don Bridge paid a tribute to the memory of Col. J. K. Groom, of Aurora, Ill., who died recently, and who for many years had been a prominent figure in the association. The members stood for a moment in silent tribute to the Colonel's memory and a committee was appointed to draft a fitting resolution to send to Mrs. Groom.

Classified Group Plans National Survey

A NATION-WIDE survey of classified advertising will be instituted by the Classified Advertising Managers Association as a result of action taken at a meeting of the board of directors at Chicago last week. Classified sections and rate cards of every daily newspaper in the country will be studied with a view to unearthing valuable ideas not in general use and various statistics relative to the effective conduct of the classified advertising department.

A committee was appointed to begin this work at once. Its members are Marshall Tripp, *Indianapolis News*; W. H. Pickett, *Cincinnati Enquirer*; and Roy Ballou, *Peoria Star*.

This committee is to present its report and recommendations as to ideas and facts that seem adaptable to use by other newspapers at the association's next convention, according to O. S. Wespe, president. The statistical part of the study aims to determine, among other things, the percentage relationship of classified advertising to total advertising volume in newspapers and also the relationship between classified and display advertising rates.

Another new expansion activity voted at this meeting was provision for a series of ten midwinter conferences. These will be one-day meetings and will be held at ten strategic points in various parts of the country so that representatives of the smaller newspapers as well as of those in larger cities may be enabled to profit by the association's work. The results of the survey project to date will be presented at these meetings and bound volumes of classified sections, grouped according to size of cities, will be available for study.

M. E. Hays, Chicago Manager,
"Judge"

M. E. Hays, for the last three years with the Detroit office of *Judge*, has been appointed manager of the Chicago office of that publication.

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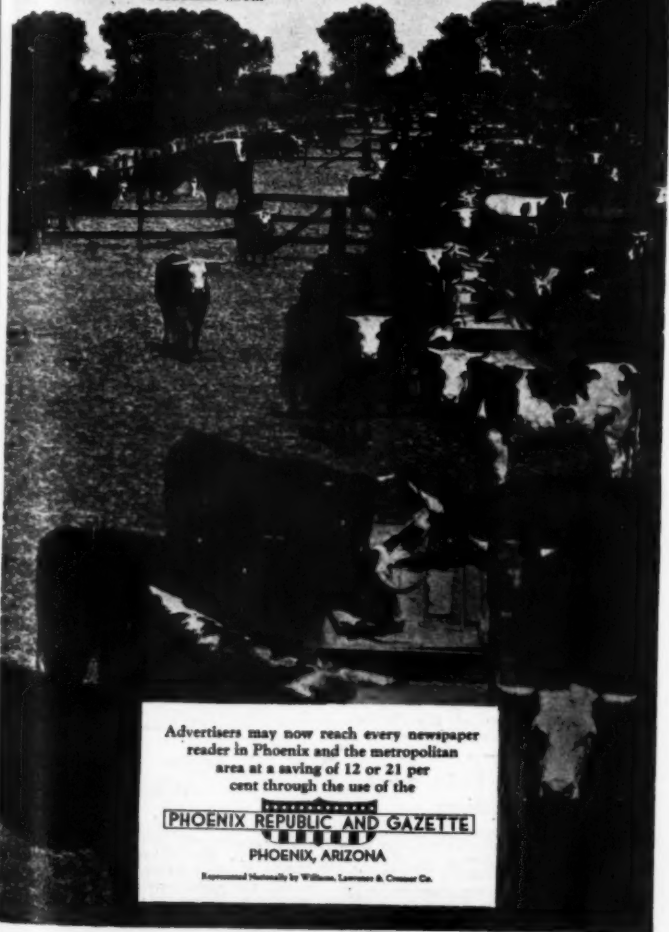
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A \$57,950,000 Industry

One of Arizona's principal industries is cattle raising. The total value of cattle, sheep and livestock reached nearly fifty-eight million dollars in 1930.

Phoenix, Arizona, as center of the state's activities, is the home of one of the largest packing plants in the southwest which distributes its products among the 2,304 trade outlets in the Phoenix area.



Advertisers may now reach every newspaper reader in Phoenix and the metropolitan area at a saving of 12 or 21 per cent through the use of the

PHOENIX REPUBLIC AND GAZETTE

PHOENIX, ARIZONA

Represented Nationally by Williams, Lawrence & Conrad Co.

Fish Wholesalers Plan Co-operative Campaign

A group of general wholesalers of fresh fish in San Francisco have joined in a co-operative campaign. A year's campaign has been decided upon. Newspaper, outdoor, car-card and radio advertising, will stress the nutritive value and economy of fish and will urge the public to eat fish not only on Friday but "at least three times a week."

The Leon Livingston Advertising Agency, San Francisco, has been appointed to handle the campaign. The wholesalers co-operating in this advertising are the F. E. Booth Company, A. Paladini, Inc., San Francisco International Fish Company, Standard Fisheries, and the Western California Fisheries, Inc., together with their holding company, Northern California Fisheries, Inc.

American Home Magazine Publishers Re-Elect

All officers were re-elected at the annual meeting of the American Home Magazine Publishers at Chicago last week. This official set-up thus continues for another year: President, J. Irland Wood, United Publishing Company, Kansas City, Mo.; vice-president, C. D. Bertolet, *Cloverleaf American Review*, St. Paul, Minn.; secretary, M. F. Hayes, Mother's Home Life Publishing Company, Chicago; treasurer, George W. Weatherby, W. D. Boyce Company, Chicago.

Deodorant Account to M. Glen Miller

M. Glen Miller, advertising agency of Chicago, has been appointed merchandising and advertising counsel by Winson & Horn, also of that city. The company's product is Non-Scents, a deodorant. A new merchandising program will be planned with the drug jobber playing a key part. The first step to be taken will be a test campaign in Illinois.

W. T. Young, Jr., Joins Newell-Emmett

W. T. Young, Jr., formerly vice-president of The Homer McKee Company, Indianapolis advertising agency, has joined the staff of the Newell-Emmett Company, Inc., New York advertising agency. More recently Mr. Young was general sales director of the Peerless Motor Car Corporation, Cleveland.

To Represent Dairy Breed Publications

The Earl J. Cooper Company, publishers' representative, Chicago, has been appointed representative of the *Holstein-Friesian World*, Syracuse, N. Y., the *Jersey Bulletin*, Indianapolis, the *Guernsey Breeders Journal*, Peterboro, N. H., and the *Ayrshire Digest*, Brandon, Vt.

New Cigarette Introduced to Boston

Not just one cigarette, but a family of cigarettes, and a royal family at that, consisting of a king, a prince and a count, has been making its bow in Boston. They are the products of A. D. Condossis, for years a maker of high-grade private brands for clubs, hotels and individuals.

Sampling tests now being conducted in Boston will be extended to other territories. This phase of promotion calls for sampling to socially prominent people. After tests are completed in Boston, New York will be the next territory to receive attention. Full-page advertising in class magazines is scheduled to begin in December.

The three members of this new cigarette family are: King Condossis, a full-size pure Turkish cigarette, packed 10, 20, 50 and 100 to the box and retailing at 2½ cents per cigarette; Prince Condossis, packed 10, 20, 30 and 100, and retailing at 1½ cents per cigarette, and Count Condossis, packed 20 and 50 to the box and retailing at 1 cent per cigarette. Containers for each type of cigarette are distinguished by striking color combinations for each type, but the basic design is maintained throughout the line. These containers will be made a strong point in the merchandising campaign which will point out that the containers are designed to fit in with the decorative schemes of living rooms.

Merchandising and advertising plans are under the direction of Mark O'Dea & Company, New York advertising agency. In addition to class magazines, certain local publications will be used in various territories.

Officers of the Condossis Tobacco Corporation, New York, are G. Macculloch Miller, chairman of the board; A. D. Condossis, president; U. L. Amos, vice-president; H. T. Triandafilou, vice-president, and W. H. Rendall, vice-president. Mr. Condossis is directly in charge of sales.

New Accounts to Lockwood-Shackelford

The Sparkletts Bottled Water Corporation, the Marion R. Gray Company, manufacturer of Grayco shirts, and the Sheba Company, cosmetics, all of Los Angeles, have appointed the Lockwood-Shackelford Company, Los Angeles advertising agency, to direct their advertising.

C. H. Miller Joins Erwin, Wasey

Chester H. Miller, formerly with the Columbia Broadcasting System, and, more recently, manager in charge of production in the Chicago office of the Judson Radio Program Corporation, has joined the radio production department of Erwin, Wasey & Company, Inc., at New York.

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From its nation-wide staff of 1,000 women, enthusiastically dedicated to serious experimentation on problems of personal beauty, the Beauty Institute of Delineator selected a special squadron of oily skins. For several weeks the owners of these skins applied an unbranded magnesia cream, carefully noting and reporting the results. Such is the work these women constantly perform with no compensation, because for them it is in the nature of a "cause." Their reactions are an index to the most cherished desires of American women.



*Delineator Institute exists primarily
for the editing of more interesting
and more helpful service articles*

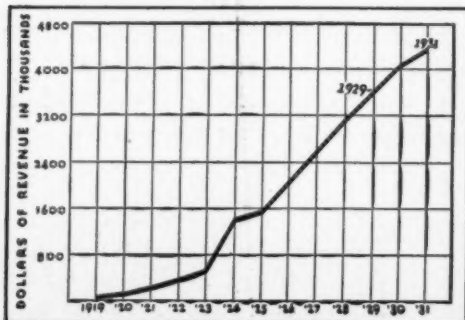
49% GAIN IN FOOD REVENUE

TRUE STORY FOOD BILLING SHOWS EVEN GREATER
PERCENTAGE OF INCREASE OVER 1930
THAN TOTAL BILLING

The total advertising revenue in True Story during 1931 increased 4% over 1930.

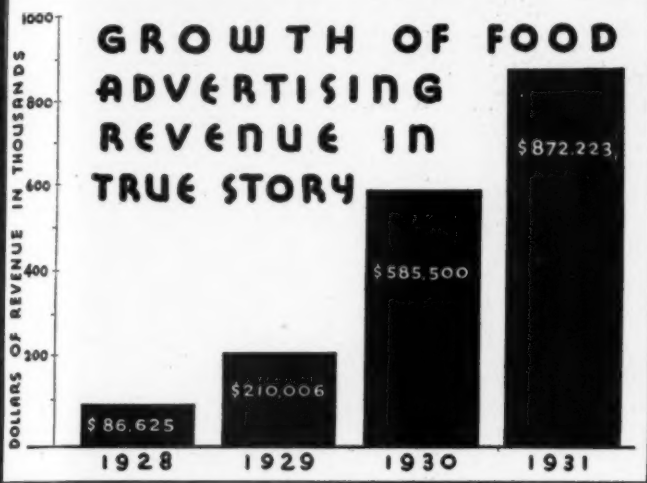
Total food advertising revenue increased 49% over the same period.

The total revenue from food advertising in True Story during 1931 was \$872,223—in 1930 this same classification billed \$585,500—a gain of \$286,723 or 49%.



Every single year since True Story was founded in 1919 has shown a substantial gain in advertising revenue over the preceding twelve months period. 1931 shows an increase in revenue of 4% over 1930 and 20% over 1929!

1000
800
600
400
200
DOLLARS OF REVENUE IN THOUSANDS



In 1931, 49 food advertisers bought 158 pages of space in True Story. In 1930, 33 advertisers bought 110 pages. In 1929, 14 advertisers used 38 pages and in 1928, 8 advertisers used 16 pages.

This remarkable growth of food advertising in True Story is pictured graphically above. It is probably the greatest recognition accorded any publication by food advertisers in the history of advertising.

This tremendous increase in food billing is directly traceable to the fact that True Story is producing more results for food advertisers at less cost than any other magazine with practically no exceptions.

True Story is selling merchandise for advertisers, that's why advertising revenue in True Story is mounting rapidly year after year in every classification.

Sixth District Plans New Activities

Plans for expanded activity in the Sixth District of the Advertising Federation of America were laid at a meeting of delegates from twelve cities in the area at Chicago last week. District governor Joseph L. Starr, Madison, Wis., presided.

A committee was appointed to take under consideration the holding of a Sixth District convention at Chicago in the spring. Max A. Berns, Universal Atlas Cement Company, was appointed chairman of this committee. Other members are: A. Leffman, Loeb-Hene Company, Lafayette, Ind.; Mary Derbyshire, J. M. Bundscho, Inc., Chicago; Helen J. Baldauf, Robert A. Johnston Company, Milwaukee; Dorothea Pfister, secretary of the Chicago Advertising Council; J. A. Fitschen, Wisconsin Hardware Company, Madison, Wis.; and Ben C. Pittsford, Ben C. Pittsford Company, Chicago.

Plans were also made to raise a fund to enable the district governor to promote the starting of new advertising clubs in the district and to make visits to existing clubs.

As a first step in securing more active organization of the district, presidents, secretaries and board chairmen of the clubs in the area will be brought together at the meeting of the Chicago Advertising Council on November 5. Following the Council's luncheon these will take part in a round-table conference on organization matters.

Grenell Agency Adds to Staff

The following have joined the Grenell Advertising Agency, Detroit, as account executives: John W. Taylor, who conducted his own agency in Detroit for six years; W. S. Waring, formerly with the Tri-State Advertising Agency, of Toledo, and C. B. Keemer, who returns to agency work after six years in the industrial field.

Zinc Institute to Western Agency

The American Zinc Institute, New York, has appointed the Western Advertising Agency, Chicago and Racine, Wis., to direct its advertising account. Farm papers, business papers and direct mail will be used.

Has Blanket Account

The Seymour Woolen Mills, Seymour, Ind., makers of Lady Seymour blankets, have appointed the Western Advertising Agency, Inc., Chicago and Racine, to direct their advertising. Magazines, business papers and direct mail will be used.

D. M. Norman with Outdoor Advertising Agency of America

Donald M. Norman, formerly with the Chicago Tribune, has joined the Chicago office of the Outdoor Advertising Agency of America, Inc.

Speed Copy Again Condemned

Advertising which emphasizes speed performance of automotive products was severely criticized at the Eastern Conference of Motor Vehicle Administrators, which met at New York last week. Such playing up of speed performance has been censured on numerous occasions by those interested in reducing automobile accidents to which, it is charged, speed copy contributes a major cause.

A great part of the accident problem was laid at the door of manufacturers by George R. Wellington, motor vehicle commissioner of Rhode Island, because they are stressing speed. "If we can reduce this form of iniquitous advertising," he declared, "we can reduce accidents."

"The oil and auto companies are trying to tell people to go a little faster in order to get the most out of their cars, while we are trying to tell them to go a little slower in order to avoid accidents," said Morgan T. Ryan, registrar of motor vehicles in Massachusetts, who particularly condemned advertising posters which promise more "pep."

This latest outburst against advertising considered prejudicial not only to public interest but to the progress of the automotive industry as well, was prompted by a talk by G. B. Sturgis, of the service section of the General Motors Corporation, who offered the aid of the industry in promoting highway safety. He described the safety poster campaign sponsored in New York, New Jersey and Pennsylvania by oil companies, and suggested the possibility of General Motors conducting a similar campaign nationally.

The campaign already has been successful in reducing the number of accidents to children, it was stated by Albert Whitney, associated manager of the Underwriters Bureau, which is co-operating in the safety campaign of the oil companies.

C. C. Younggreen Heads Chicago Unemployment Relief

Charles C. Younggreen, president of the Dunham, Younggreen, Lean Company, Chicago, has been appointed chairman of the advertising and publishing group of the trades, industries and professions division of the Cook County Joint Emergency Relief Fund.

Advanced by Columbia

Burt McMurtrie has been appointed manager of the commercial program division of the Columbia Broadcasting System, New York. George C. Dawson has been made head of the new business department and Henry P. Hayward head of the current productions department.

Gordon Cole with Pedlar & Ryan

Gordon Cole, formerly with the Condé Nast Publications and the Butterick Publishing Company, has joined Pedlar & Ryan, Inc., New York advertising agency.

9, 1931

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Everybody— reads the **COMIC WEEKLY**



INTRODUCING . . . "PUCK"—THE COMIC WEEKLY

The comic sections of all Hearst Sunday newspapers, beginning September 20, were increased to 16 pages and now appear as "Puck"—the Comic Weekly.



In "Puck" you'll meet Bringing Up Father, Tillie the Toiler, Boob McNutt, Barney Google, Felix the Cat, Skippy, Joe Jinks, Toots and Casper, Little Jimmy—yes, and those old favorites, Happy Hooligan and the Katzenjammers!

With these tremendous features—

and smaller strips by the same artists in addition—is it any wonder that five and a half million families will follow "PUCK" zealously every week?

What an advertising opportunity full pages in the Comic Weekly offer!

**More Man-Interest than the Sport Page
...More Woman-Interest than Society!**

Full-page, 4-color space available to not more than three advertisers per week.

SPORT page position is well worth a premium—if you want to reach men.

Position next Society Page will get your message read—if you want to reach women.

But if you want to reach men *and* women—with 100% coverage of the youngsters thrown in—remember that "Everybody reads the Comic Weekly."

Think it over a minute...

Everybody Reads the Comic Weekly . . .

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... 5,500,000 families buy the Comic Weekly every Sunday.

... "Reading the funnies" is a family rite in which every member takes part.

... *Three out of four* comics are prepared for adult consumption and surveys prove that 76 out of 84 men, and 91 out of 97 women read them!

Entertainment Your Entree

This is an age of entertainment. Advertisers have found that it pays—and pays well—to capitalize upon the entertainment value offered by the Comic Weekly.

The Comics are both radio and talkies in one. They have regularity, continuity and familiar format. Your sales points there take story-sequence ... in a way everybody understands and nobody forgets.

Nation-wide Coverage

The Comic Weekly is distributed through the 17 great Hearst Sunday newspapers and reaches 70% of all the families in 25 states where 84% of the

... *Everybody Reads the Comic Weekly*

Federal income tax payers reside. It covers 578 out of the 997 cities of 10,000 population or more.

It reaches in a single week more families than three of the weekly magazines combined ... and does it at a cost of \$17,500 for the back page... \$3.18 per thousand for full-page, four-color space.

DR. GEORGE H. GALLUP

Dean of the School of Journalism, Drake University, made an investigation with a trained group of investigators, among 25,000 people. His report says: "More people read the best comic than the front page banner story . . . bankers, university presidents, professors, doctors and lawyers read comics as avidly as truck drivers, waiters and day laborers."

• • •

We will be glad to tell you more—show you how the comics may be used—or prove any statement made here. Just 'phone COLUMBUS 5-1021 in New York... Superior 6820 in Chicago.

The Hearst Comics

Everybody Reads the Comic Weekly

959 Eighth Ave., N. Y. C. • Palmolive Building, Chicago

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Forty-seven Outstanding Advertisements

OUT of more than 400 advertisements submitted for consideration, the Art Directors Club of New York has selected forty-seven for showing in its second annual exhibition of outstanding advertisements. The exhibition, which is being held at the New York Art Center, is open to the public from October 26 to 31.

The exhibit will then go on tour throughout the country. Early reservations schedule showings at the Easton School Museum, Easton, Pa., the Madison Art Association, Madison, Wis., and the Peoria, Ill., Public Library.

No awards are being made. It is considered that membership among this selection of outstanding advertisements is sufficient honor

of itself. The purpose of the exhibition is to demonstrate the function of the art director, namely, the intelligent selection and co-ordination of the elements which comprise the complete advertisement as it finally reaches a reader.

Selection was under the direction of the exhibition committee, of which Edwin A. Georgi was chairman, and Elwood Whitney, vice-chairman. Members were A. Andre Lefcourte, Claude H. Muller, Denison M. Budd, Charles T. Coiner, Hugh Connet, Richard B. Gillis, and Caroline Fleischer, exhibition secretary.

There follows a list of the forty-seven advertisements selected and the names of the advertising agencies which prepared them:

Agency	Advertiser	Art Director	Caption
N. W. AYER & SON	Marcus & Co. Cannon Towels	Charles T. Coiner Paul Froelich	Out of the east The winning colors ... as worn by our, etc.
	Ford	Tom Collard	When winter sweeps down from the north
	N. W. Ayer & Son	Leon Karp	Advertising—Power, Magic, Wizardry
	Steinway & Sons	Charles T. Coiner	The room in which we live and en- tertain
	Collins & Aikman	Paul Darrow	They're having their floors custom- tailored
BATTEN, BARTON, DURSTINE & OSBORN	Ford Motor Co.	Tom Collard	Groundwork
	Cluett, Peabody & Co.	Harry Payne	At a Wall Street lunch club recently
	Oshkosh Trunks, Inc. Hamilton Watch	H. Burton Stevens Harold McNulty	Just to make assur- ance doubly sure Doffs its cap for the right time
THE BLACKMAN CO.	Parke, Davis & Co.	Gordon C. Aymar	The fatal kiss
	Parke, Davis & Co.	Gordon C. Aymar	A murder mystery
	The International Printing Ink Corp.	Gordon C. Aymar	Advertising must be more than honest
	The International Printing Ink Corp.	Gordon C. Aymar	Has your advertising its "Achilles Heel"
BLAKER ADVERTISING AGENCY, INC.	Elizabeth Arden	Parmelee W. Cusack	Lipsticks of the en- semble
CALKINS & HOLDEN	Hartford Fire Insur- ance Co.	H. J. Finley	Padlocked
	Dobbs A & P	Walter Geoghegan George Rupprecht	Dudley—Dobbs Hat Trust your taste to tell you
	American Car & Foundry Co.	James D. Herbert	Yacht notes and comment
	McCall's	Edwin A. Georgi	As the twig is bent
	Redbook	Edwin A. Georgi	These good new days

Agency	Advertiser	Art Director	Caption
CAMPBELL-EWALD Co.	Cadillac	H. Ledyard Towle	To sit at the wheel of the Cadillac V-16
FEDERAL ADVERTISING AGENCY	Sinclair Penn. Motor Oil Strathmore Wedding Papers	Hugh Connet	While scaly monsters fought in Pennsylvania A name that means much to Miss Mrs. to be
PERCIVAL K. FROWERT CO.	Hermes of Paris	MacGregor Ormiston	In appointing, during the year of trial 1930
LAMBERT & FEASLEY	Lambert Pharmaceutical Company	Albert M. Sterling	Nobody paid me \$1,000
LENNEN & MITCHELL	Old Gold	Myron C. Perley	Keep Kissable. Old Golds were created to give you throat ease.
MAXON, INC.	General Electric	Rocco Di Marco	350 eyes—one hundred seventy-five "eyes"
NEEDHAM, LOUIS & BROBBY	A. G. Becker & Co.	E. Willis Jones	"Markets on the march"
NEWELL-EMMETT Co.	Liggett & Myers	A. P. Ascherl	It so happens I don't smoke
PEDLAR & RYAN	Bristol-Myers Co.	Art Bloomquist	Massage Ipana on those lazy, tender gums
	Guerlain	Arthur W. Munn	Elegance is the lord of moods
	Bristol-Myers	Arthur W. Munn	A star of the stage and screen discovers P. T. B.
	Frances Ingram	Arthur W. Munn	Your six stars are my lucky stars
RIEDEL & LEFFINGWELL	Pinaud, Inc.	Alice McL. Jones	Now—simplified for practical daily use at last
	Pinaud, Inc.	Alice McL. Jones	Six very special bottles . . .
J. WALTER THOMPSON CO.	The Andrew Jergens Co.	Elwood Whitney	Hands can be so thrilling
	Sharp & Dohme	Robert Mack	Mother and baby doing well
	Pond's Extract Co.	J. S. Yates	Aristocratic women owe the beauty, etc.
	J. Walter Thompson Co.	Elwood Whitney	Where do they get their ideas?
	Pond's Extract Co.	J. S. Yates	Princesses, duchesses, etc.
	Pond's Extract Co.	J. S. Yates	Round the world thrills, etc.
	Chase and Sanborn's Coffee	Elwood Whitney	Science reveals amazing discovery about coffee
	Chase and Sanborn's Coffee	J. S. Yates	Fresh . . . it aids digestion
	Johns-Manville	John Scott	An impression of Salem roofs by Steichen
YOUNG & RUBICAM	Young & Rubicam Young & Rubicam	Walter Nield Walter Nield	Impact Sweat

127,533 Lines of
display Advertising
were carried by the
Sunday Courier-Journal
in its first issue as

Louisville's
ONLY SUNDAY
Newspaper

In Louisville, Monday
ranks with Saturday in
volume of retail business
transacted — indicating
the importance of Sun-
day advertising to the
readers of this section.

THE COURIER-JOURNAL

Major Market Newspapers, Inc. — Audit Bureau of Circulations

Represented Nationally By The Beckwith Special Agency.

Lazy Letters

Too Many Small-Minded Men Are Writing Poor Specimens

By Amos Bradbury

I pictured that letter making its way into the humble homes all over the country; I could see it carried from town by the father of the family; I watched the members of the family bending over it after supper by the light of the kerosene lamp. That picture had been with me when I wrote the letter, and therefore I had tried to write as informally and sincerely as though I were present in each home, talking and answering the questions of the occupants.—From The American Rolling Mill Company letter book.

IT is not only too bad, but it is disconcerting to one who receives many business letters, to see how few writers keep an idea like that in mind.

If more men would picture the letter as it gets into the home, either a welcome guest with interesting things to say, or one talking gibberish and stuttering over words that mean nothing, then better letters would be written today. The man who will keep such a picture before him will never produce a "favor of even date." A man who thinks of a letter in those terms never would say, "for your information I wish to advise."

In the family circle described above no sane visitor could imagine himself saying "in reply wish to state that."

* * *

"Attached please find carbon of reply to yours of 12th instant which must have been lost in the mail. Will you kindly advise at your earliest convenience if parts requested have now been received? Up to this writing we would advise that your request as stated has not been received. Thanking you in advance for your prompt reply and assuring you of our prompt attention at all times, we are sincerely yours."

This jumble of blah is a collection of some of the craziest and most stilted lines out of a few letters received from supposedly sane manufacturers recently. It offers a symposium of simple-mindedness

for the attention of letter writers, a collection of saccharine say-nothings horrible in their emptiness. Look closer at them:

Attached find

If it is attached I can find it. Does the writer think he is running a child's treasure hunt? "Please" just makes it worse.

Reply to yours

My what? Things don't get lost in mails. A whippersnapper who writes as crazily as this probably lost it.

Instant

Always sounds like a man who makes words instead of ideas come out of his mouth.

Kindly advise

Whose act is a kind act? Why should I be kind? Will I unkindly advise anything? How could I? Strained courtesy is worse than skimmed milk. Advise is probably the most overworked and misused word in letter writing. It means to give advice, not to tell or inform. I get money for advice. I won't advise kindly. Don't be silly.

At your earliest convenience

Not even a flicker of life or imagination in a cold dead phrase like this one. I am all out of "early convenience." Life itself isn't convenient. Why not talk like a live man—not a robot or a radio announcer?

Requested

Another sloppy, lazy word. I asked for information.

Up to this writing

He doesn't need to say that. "Yours at hand"; all such expressions are bunk, blah, lazy words. Sounds like a man doing limbering up exercises in front of a Dictaphone, never getting into action.

A GAP THAT CANNOT BE FILLED

If for any reason a Boston Transcript reader fails to obtain his Transcript, there is a gap in his day that cannot be filled. Unlike the readers of other newspapers, he cannot accept a substitute which is essentially a duplicate of his regular paper. For the Boston Transcript is unique. Unique in typography and tone. Unique in breadth of its horizons. Unique in its presentation of world affairs, of business and financial news, of social events, drama and the arts.

And it follows, of course, that Transcript readers constitute an unusual group in Boston. Obviously, they

must be persons of good salary—of good investment and business income—men and women with an accumulated reserve—with experience enough to know what reserves are for. They maintain their standards of living; they continue their buying habits; they realize that under current conditions they get more for their money than in normal times; and that normal times will again increase their reserves.

Probably every paper has in its circulation some of these steady buyers. In Boston, the greatest concentration of them is in the circulation of the *Boston Evening Transcript*.

BOSTON EVENING TRANSCRIPT

Highest ratio of BUYERS to readers

CHARLES H. EDDY CO.

Boston New York Chicago

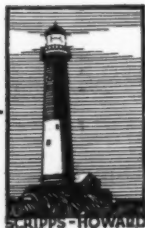
R. J. BIDWELL CO.

San Francisco Los Angeles Seattle

Now
94.7%
 of Cleveland Press Circulation
 is Concentrated in The
TRUE Cleveland Market

The Press' recent Publisher's Statement to the Audit Bureau of Circulations reveals that its percentage of circulation concentration in the city-and-surburban territory—already one of the highest in the U. S.—has again been improved.

94.7% of all Press circulation is now con-



MEMBER OF THE UNITED
 PRESS . . . OF THE AUDIT
 BUREAU OF CIRCULATIONS
 and of MEDIA RECORDS, INC.

The

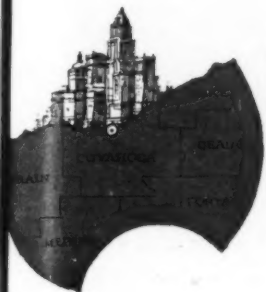
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Pictured here is the **TRUE** Cleveland Market, small and compact, 35 miles in radius, 1,532,169 in population. Only within this area does Cleveland newspaper advertising function profitably.

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Here, in this territory, profits are larger, population is denser, dealers are concentrated, living standards are higher, wealth is greater, fashion sense is more highly developed.

And here the Press offers a maximum of coverage, a circulation of proved resultfulness, at an absolute minimum of waste.

The Cleveland Press

SCRIPPS - HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

As stated

What's the use? All these people make motions with their mouths. They won't think.

Thanking you in advance

There is a job for anyone. In the first place, the act is impossible. It is in addition a totally unwarranted assumption that the other person is going to do exactly what is asked of him. It is a discourteous expression.

Prompt reply

By this time I have decided to take my sweet time. Who are they to urge me to be prompt?

At all times

That is another neat trick. If they want to say what I think they do, why not use "always"? It is two words shorter.

Sincerely

If there is anything sincere about that kind of letter, then Niccolo Machiavelli was an open-hearted diplomat—a very Stimson.

* * *

The trouble is that most of the men who write business letters today are small men, men without imagination, without the desire to secure a background or to find words that are not overworked, trite, meaningless.

The terrible letters I receive must be written by small-minded men—men so small that, in Winchell's words, they could play eighteen holes on a Swiss cheese.

Men who write letters to sell goods, settle complaints or make collections should be men of razor-edge curiosity, of a passion for work in digging out better ways to say the same old things; men of a keen desire to discover new things to say in new and better ways about old products and old human failings.

Where are the interesting, provocative, and pleasing letters of a few years ago. Gone, they seem to be, like the paper profits of 1929—sunk in a sticky mess of puerile words.

What the country needs is a

good letter writer in each company, a man who can spread word of new products and new ways in words that will stand out from the mess of words like a lily growing out of muddy scum.

Certainly the job of representing the company, its policy, its only appearance in a thousand homes, should not be left to the hazardous chance of a tired man who walks up and down like that character in "Red Headed Woman" who says to his stenog: "You finish it, Red, you know what I want to tell 'em."

It is a job worthy of a student and a man of imagination to be supervisor of correspondence, to map out methods and model letters, to weed out lazy words and inane phrases.

I know that there are brilliant exceptions to my general charges. Frank E. Davis sold a half million dollars' worth of fish with a letter; books have been sold in brilliant fashion. But Davis wrote about "fish just off the fishing boats with the deep sea tang still in it," "fish shipped straight into your home from the fishing smacks." That I contend is a romantic subject to write about, as are most of the exciting letters about books I have read. It is more difficult to write interestingly concerning a washing machine or office equipment. But there is no use getting lazy because the subject is prosaic. It has always been the job of good writers to make uninteresting things sound attractive and exciting.

Drowning a sales message in a deep sea of slipshod talk is a wasteful and pernicious habit. How can it be overcome? Let every man whose duty it is to write selling letters study the ways and the methods of writers of other days who had to attract attention and arouse interest. Let them read Boswell's "Life of Johnson," a work of cunning art, for the proper selection of events and skill in narrative.

"The art of writing a good letter," a great man once told me, "is not so much in capturing the lineaments of each fact, as in

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marshaling all of them toward a common end."

Let us see if we can get a few suggestions from a writer who toiled hard over words, who chose them wisely. Robert Louis Stevenson in various of his writings said many things about the art of writing. Here are a few:

"Familiarity has a cunning disenchantment; in a day or two she can steal all beauty from the mountain-tops; and the most startling words begin to fall dead upon the ear after several repetitions. If you see a thing too often, you no longer see it; if you hear a thing too often, you no longer hear it. Our attention requires to be surprised; and to carry a fort by assault, or to gain a thoughtful hearing from the ruck of mankind, are feats of about an equal difficulty and must be tried by not dissimilar means.

"Language is but a poor bull's-eye lantern wherewith to show off the vast cathedral of the world; and yet a particular thing once said in words is so definite and memorable that it makes us forget the absence of the many which remain unexpressed; like a bright window in a distant view, which dazzles and confuses our sight of its surroundings. There are not words enough in all Shakespeare to express the merest fraction of a man's experience in an hour. The speed of the eyesight and the hearing, and the continual industry of the mind, produce, in ten minutes, what it would require a laborious volume to shadow forth by comparisons and roundabout approaches. As a matter of fact, we make a travesty of the simplest process of thought when we put it into words; for the words are all colored and forsworn, apply inaccurately, and bring with them, from former uses, ideas of praise and blame that have nothing to do with the question in hand.

* * *

"Now the first merit which attracts in the pages of a good writer or the talk of a brilliant conversationalist, is the apt choice and contrast of the words employed. It is indeed a strange art to take these

blocks, rudely conceived for the purpose of the market or the bar, and by tact of application touch them to the finest meanings and distinctions, restore to them their primal energy, wittily shift them to another issue, or make of them a drum to rouse the passions.

* * *

"Whatever be the obscurities, whatever the intricacies of the argument, the neatness of the fabric must not suffer, or the artist has been proved unequal to his design. And, on the other hand, no form of words must be selected, no knot must be tied among the phrases, unless knot and word be precisely what is wanted to forward and illuminate the argument, for to fail in this is to swindle in the game.

* * *

"The difficulty of literature is not to write, but to write what you mean; not to affect your reader, but to affect him precisely as you wish. This is commonly understood in the case of books or set orations; even in making your will, or writing an explicit letter, some difficulty is admitted by the world.

* * *

"The business of life is mainly carried on by means of this difficult art of literature, and according to a man's proficiency in that art shall be the freedom and the fullness of his intercourse with other men."

* * *

The freedom and the fullness of the sales efforts of many an important advertiser are being seriously hampered by lazy words and lazy writers.

It was my intention in this article to give examples of a few letters from the old days when men wrote interestingly and well, but I am going to tell you about only one this time.

It was, in truth, a selling letter. A man in England wanted a certain waistcoat for a specific purpose. The prospect was a hard one—Macready, the actor, inordinately proud of his clothes, disliking ridicule. One windy October evening in 1847—the seven-

Do you receive the Wedge?

WE PUBLISH every little while a small book called the Wedge. The content of each issue is a brief comment on some scrap of business philosophy which seems pertinent to the moment.

We mail the Wedge to everyone we think would like to read it. If you are not yet on the list, but are enough interested in business to read the magazine which carries this advertisement, we should be glad to mail the Wedge to you.

So many members of an organization have a voice, nowadays, in the selection of an advertising agency, that we want friends clear down the line, from the Board to the boy who opens the mail.



F. R. FELAND
Treasurer
and Director of Service
New York



STANLEY P. IRVIN
Account Representative
Buffalo



GERTRUDE SCANLAN
Manager
Stenographic Department
New York



ROGER C. McDONALD
Art Director
Chicago



CHARLES E. T. SHARPS
Account Representative
New York



FREDERICK W. NICHOLS
Assistant Account Representative
New York



WILLIAM M. SULLIVAN
Assistant Account Representative
New York

Batten, Barton, Durstine & Osborn
INCORPORATED
ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

teenth to be exact—a man sat down to win the waistcoat he desired by means of words designed "to affect his prospect precisely as he wished." The writer's name was Charles Dickens and he got the waistcoat with this:

My dear Macready—You once—only once—gave the world assurance of a waistcoat. You wore it, sir, I think, in "Money." It was a remarkable and precious waistcoat, wherein certain broad stripes of blue or purple disported themselves as by a combination of extraordinary circumstances, too happy to occur again. I have seen it on your manly chest in private life. I saw it, sir, I think, the other day in the cold light of morning—with feelings easier to be imagined than described. Mr. Macready, sir, are you a father? If so, lend me that waistcoat for five minutes. I am bidden to a wedding (where fathers are made),

and my artist cannot, I find (how should he?), imagine such a waistcoat. Let me show it to him as a sample of my tastes and wishes; and—eclipse the bridegroom.

I will send a trusty messenger at half-past nine precisely, in the morning. He is sworn to secrecy. He durst not for his life betray us, or swells in ambuscade would have the waistcoat at the cost of his heart's blood.—Thine,

The Unwaistcoated One.

If you want to have some innocent amusement, rewrite this letter about the waistcoat the way the average tired dictator would do it. Or better still, tell one of the men who writes many letters in your concern that his job is to borrow a blue and purple vest for the occasion of a wedding and see what you get.

Good-Will—American Tobacco's Most Valuable Asset

By George W. Hill

President, The American Tobacco Company

I HAVE had the pleasure of reading the article in PRINTERS' INK on the subject of "How to Determine the Value of Good-Will." (October 15, page 3, and October 22, page 56.)

Of course, the subject of good-will is both important and interesting. In the case of a company, such as the American Tobacco Company, manufacturing and exploiting an article of national and indeed world-wide brand value, it is particularly important. In a practical sense and wholly aside from principles of accounting, the item of good-will on our balance sheet is tremendously useful to the management of this company. You have no conception of the way I am able to use this item in talking to our purchasing organization, our leaf organization, our manufacturing organization, and our selling organization. It enables me to emphasize quality in purchases, care in manufacture and responsibility for sustained effort on sales.

From the point of view of accounting, I believe with Roger Babson that the prevailing habit of undervaluing good-will is a great mistake. Mr. Babson calls good-will "The one most valuable asset any business can have during the next ten years," and says that "it is a real tangible asset, not something to be so lightly regarded that corporation managements hesitate even to put it in their financial statements. Henceforth it will be the only thing of permanent value. Plants, buildings, commodities, all physical properties, will be subject to changing and uncertain values. . . . Business men, however, must scrap their old ideas about what is of real worth." These are Mr. Babson's words, and I subscribe to them fully.

If I were asked what is the most valuable asset upon the balance sheet of the American Tobacco Company, and the most conservatively valued, I would unhesitatingly point to the item of good-will.

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3

Little Ads went to Market



These identical half-page advertisements appeared in Liberty and in two other Weeklies.



Winner
... not by a hair,
but a head of hair

The young man's hair stands out in a vigorous, well-groomed head. A usually common with "Vaseline" Hair Tonic, because he has thick, shining and healthy. There's a new story of "Vaseline" Hair Tonic applied at the time of cutting and behind the hairdresser's effect! Surely through the wonder month, it improves man's hair immensely. A few months of hair means health from the scalp on. Early advised it you follow the "Vaseline" Hair Tonic routine. Apply the tonic directly to the scalp, press the hand firmly with both hands and massage round and round from scalp and temples up to the crown, and the scalp comes healthy and hair gleams straight. Shimmer as usual, then after the hair is dry, brush on a little more Vaseline to keep it smooth and well-downed.



Vaseline HAIR TONIC



Winner
... not by a hair,
but a head of hair

The young man's hair stands out in a vigorous, well-groomed head. A usually common with "Vaseline" Hair Tonic, because he has thick, shining and healthy. There's a new story of "Vaseline" Hair Tonic applied at the time of cutting and behind the hairdresser's effect! Surely through the wonder month, it improves man's hair immensely. A few months of hair means health from the scalp on. Early advised it you follow the "Vaseline" Hair Tonic routine. Apply the tonic directly to the scalp, press the hand firmly with both hands and massage round and round from scalp and temples up to the crown, and the scalp comes healthy and hair gleams straight. Shimmer as usual, then after the hair is dry, brush on a little more Vaseline to keep it smooth and well-downed.



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Vaseline HAIR TONIC

This Advertisement appeared in Weekly "A"

This Advertisement appeared in Liberty

This Advertisement appeared in Weekly "B"

But one was seen by 133% more men . . . and 50% more women, than either of the others!

[on the basis of strictly comparable units of circulation.]

Three little ads. Same headline, same copy, same illustration. Identical in every respect—except that one appeared in a magazine with a smaller page size than the others.

One of these ads did a more than 133% better job for its employer. It got itself read by 133% more men and 100% more women than one of its brothers—and by 367% more men and 50% more women than the other!

That ad was the smaller ad. It appeared in LIBERTY. The others appeared in two of the country's largest weeklies. And the facts about them were gathered in the process of making the first census of reader interest ever conducted to determine exactly what magazine readers see and read.

The Gallup Tests

For years, you have been used to magazine presentations based on circulation and editorial content. But in the final analysis, it is not circulation nor editorial analyses, but *readers-per-advertisement* that make advertising profitable.

Following this line of thought, Dr. George Gallup, professor of Advertising and Journalism, Northwestern University, took his trained investigators into Springfield, Mass.; Philadelphia, Pa.; Greensboro, N. C.; Columbus, O.; Topeka, Kansas, and Sioux Falls, S. D.

With current copies of the four lead-

ing magazines under their arms, they pushed 15,000 doorbells. Talked to whoever answered. Checked over, page by page, what had been seen, what had been read in each one of the four magazines in those households where a current copy of any one was found.

No Reader Votes—No Opinions

No opinions were asked. No votes taken. Merely a tabulation of both editorial

Liberty



her
by a hair,
head of hair

red-tooths in a corner, with
"Mystery" "The Sun"
and habits, then a close
of the time of writing and
"The Sun" through the
to be made. A few days
to be made. Each of the
The Sun's readers. As for
on the hand book with both
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the same, and the only
are extremely small. There
the best in the book as a
long it is small and well

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men,
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weekly "B"

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Opinion
votes taken.
both editorial

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articles and advertisements actually seen in each of the four magazines. Much of the actual interrogation and tabulation was under the direct observation of representatives of the Association of National Advertisers.

When the investigators had finished with their six separate studies, they found that on the basis of equal circulation units (say 1000 copies) the average page advertisement had been seen in LIBERTY by . . .

- 73% more women and 32% more men than in magazine A
- 33% more women and 15% more men than in magazine B
- 153% more women and 85% more men than in magazine C

Translate this into cost, and the facts are even more interesting. For LIBERTY'S page costs, following commodity prices, have dropped 35%. So every dollar the advertiser invested in LIBERTY got his page advertisement seen by:

- 168% more women and 107% more men than in magazine A
- 77% more women and 54% more men than in magazine B
- 188% more women and 109% more men than in magazine C

Other space units are proportionately as effective, which means that regardless of space used, as much as a 367% variation in the power of your advertising lies in your space buyer's hands!

A Modern Publishing Formula

We have long suspected this greater reader interest in LIBERTY. Now it is established. The reasons are clear to those who know LIBERTY and how it was scientifically planned to be a more effective advertising medium:

1. Its handy size is a factor.
2. Advertising-next-to-complete-story (no run-overs) is a factor.
3. 99% single copy circulation, bought only when wanted, is a factor.
4. And 100% newsy, concise, dramatic editorial appeal, keyed to rapid-fire, post-war state of mind, by artists and writers famous for that type of work, is a factor.

Write for Gallup Report

If you're buying space on a bread-and-butter basis today, you're interested in readers-per-ad as a basis for your spending. Now, for the first time, such an analysis of the four mass weeklies can be offered. We will be glad to present a copy to executives of advertisers and advertising agents.

Address LIBERTY, 420 Lexington Ave., New York City. It will be delivered to you promptly by a LIBERTY representative capable of answering any questions you may ask.

These are some Advertisers who are getting more for their money by using Liberty:

AMERICAN SAFETY RAZOR
AMERICAN TEL. & TEL. CO.
AMERICAN TOBACCO CO.
AXTON-FISHER TOBACCO CO.
B. V. D. CO.
BARBASOL CO.
BAUER & BLACK
BEECH-NUT PACKING CO.
BERDEN CO.
BRISTOL-MYERS CO.
BROWN & WILLIAMSON TOBACCO CO.
BUICK MOTOR CAR CO.
CANADA DRY GINGER ALE CO.
CHESBROUGH MFG. CO.
CHEVROLET MOTOR CO.
CHI., MIL., ST. P. & PAC. R. R.
CHRYSLER MOTORS CORP.
CLUETT-PEABODY & CO.
COCA-COLA CO.
COLUMBIA PICTURES CORP.
COTY, INC.
CROSLEY RADIO CORP.
R. B. DAVIS CO.
JOS. DIXON CRUCIBLE CO.
ENCYCLOPEDIA BRITANNICA, INC.
ETHYL GASOLINE CORP.
EX-LAX, INC.
FLORIDA CITRUS EXCHANGE
GENERAL ELECTRIC CO., PHOTO-FLASH LAMPS
GENERAL ELECTRIC CO., RADIOS
GILLETTE SAFETY RAZOR CO.
ALEXANDER HAMILTON INST.
HEWES & POTTER
HINZE AMBROSIA, INC.
CHAS. E. HIRSH CO.
HOUBIGANT, INC.
INDIAN REFINING CO.
INT'L MERCANTILE MARINE
JANTZEN KNITTING MILLS
JOHNSON & JOHNSON
KELLOGG CO.
KOLYNOS CO.
KRESS & OWEN CO.
LAMBERT PHARMACAL CO.
LARUS & BROS. CO.
LEVER BROS. CO.
LIGGETT & MYERS TOBACCO CO.
MENNEN CO.
PHILIP MORRIS & CO.
NORTHWESTERN YEAST CO.
NORWICH PHARMACAL CO.
OAKLAND MOTOR CAR CO.
PARKER PEN CO.
PEPSODENT CO.
POMPEIAN CO., INC.
RCA VICTOR CORP.
R. J. REYNOLDS TOBACCO CO.
SINGER SEWING MACHINE CO.
A. G. SPALDING & BROS.
STANCO, INC.
A. STEIN & CO.
TEXAS CO.
VAPO CRESOLENE CO.
VELDOWN COMPANY, INC.
WANDER CO.
G. WASHINGTON COFFEE REF. CO.
L. E. WATERMAN CO.
E. L. WATKINS CO.
WESTERN CLOCK CO.
W. F. YOUNG CO.
ZONITE PRODUCTS CORP.

erty AMERICA'S Best Read Weekly

Bon Bons or Bluepoints



HARVEY M. BURHOP, 17 years, Eagle Scout, senior in Township High School of Maywood, Ill., is an actual and typical reader of BOYS' LIFE.

CANARIES or Cart-
ridges, Suits or Shoes,
Airplanes or Autos,
Radios or Refrigerators,
Furnaces or Food—

—Whatever the sub-
ject, the high school boy
has an opinion. And
does he voice it?—Ask
Dad.

The readers of **BOYS' LIFE**, high school stu-
dents for the most part,
are important members
of the family council.
They exert a strong in-
fluence for or against
any product designed
for general family use.
And their arguments are
heeded by mother and
dad.

Reach them through
their own magazine—
BOYS' LIFE.

BOYS' LIFE

2 PARK AVENUE

NEW YORK

CHICAGO
9 W. WASHINGTON ST.

BLANCHARD, NICHOLS, COLEMAN
LOS ANGELES SAN FRANCISCO

BOSTON
OLD SOUTH BUILDING

SEATTLE

The Advertising Appropriation— a Many-Sided Problem

There Is No Rule-of-Thumb Method That Can Be Applied Universally
by All Advertisers

ALTHOUGH the advertising appropriation is one of the basic problems of advertising, it has received amazingly little scientific consideration. When business is booming, almost any kind of rule-of-thumb method of determining the appropriation seems to be all right. Two years like those we have just passed through, however, knock such methods sky high and leave the advertiser confused and discouraged, committed to a plan that he feels is inadequate and wondering why the plan that was ideal in 1928 won't do the job in 1931.

A survey conducted some time ago by the Association of National Advertisers, Inc., showed that more than one-half of 501 advertisers questioned were using the old-fashioned percentage-of-sales method to determine the appropriation. This method in itself has its uses but in many instances it is employed not because it is scientifically the correct method but because a certain percentage figure has been accepted by an industry and all the manufacturers in that industry fall in line without giving the appropriation the close attention it demands.

The publication of "The Advertising Appropriation—How to Determine It and How to Administer It," by Albert E. Haase (Harper & Brothers), is peculiarly timely. At this time numerous advertisers are considering their 1932 appropriations, while others are contemplating with discontent what they have done in 1931. Mr. Haase, because of his long familiarity with advertising problems, climaxed by his several years as managing director of the A. N. A., has written the kind of book which by the sheer force of its thoroughness and logic should be of great help to any advertiser.

Its first service, and perhaps its greatest, is its strong plea for the

objective and task method of determining the appropriation. This method forgets percentages except as a background factor (there must always be some percentage figure beyond which it is not economically possible to go) and begins by determining the job that has to be done and the appropriating of sufficient money to do that job.

In practice, of course, a company may not always be able to spend enough to accomplish the task it would like to set itself. In such instances it then has to remeasure its task and set its ultimate objective a little further in the future. Often, however, a careful consideration of the task to be performed will demonstrate that a company is spending too much money in advertising and in so doing is leading competition to expenditures unwarranted by actual conditions.

During the last few years there has been a marked trend toward the task method, a trend that has been pointed out frequently in *PRINTERS' INK*. For the majority of advertisers it is undoubtedly the best method to use, but it is not being employed by many companies because they have not the courage—indeed, sometimes they haven't the managerial ability—to do the research and other work necessary to put the task method on a scientific basis. Mr. Haase has considered this method from all sides and has convinced himself and will convince his readers that it deserves the careful consideration of all advertisers.

However, Mr. Haase has not written a piece of propaganda for the task method. He outlines three other methods (it is his belief that there are only four sound methods) and gives a truly fair résumé of their pros and cons. He finds plenty of justification for the other three methods under certain conditions but rightly charges the aver-

age advertiser with not giving a thoughtful enough analysis of his problem before he chooses his method.

In wisely refraining from giving any rule which is universally applicable in the determination of the size of the appropriation, Mr. Haase offers little comfort to those advertisers who are always seeking something that will enable them to avoid thorough consideration of their individual problem. As an appendix he prints tables showing percentage averages by industries but is careful to caution his readers to look upon these not as recommendations but rather as statistical analyses of what has happened in the past.

The second service performed by "The Advertising Appropriation" is pointing out that the appropriation goes a great deal deeper than finding a method for determining its size. Indeed the greater part of the book is taken up with a discussion of what must be done before the appropriation may be determined and then how it is to be administered.

"The Advertising Appropriation" is a book that should stand high on the list of those practical business books belonging not only in the advertiser's library, but also in a convenient place on the desks of men in charge of advertising and on the desks of their advertising agents.

What Groucho Says

Look Out! The Wolves Are Prowling About

WELL, I guess after all the agency biz is just about as gentlemanly a trade as any, but—the sniping among friendly competitors! Axton showed me some of the letters he's been getting from competitors of ours. Oh, boy, they're hot! An' 'cording to them, we're about as good on snappy modern copy as a ten-year-old Model T.

"We have great respect for your agency, fine people—but—you are not holding your own with competitors' advertising, etc." Then comes a great and glorious scheme to make hotter stuff outa Axton advertising than we old fogies are capable of. 'Course it makes Axton wonder if we are of any use any more.

Usta be the same sorta thing but then it came from the semi-fakers and petty snipers in the agency biz. Now it comes from some of the biggest, best-known, and most gloriously ethical houses in the field. Find myself doing the same thing. What's the matter with us, beginning to act like cornered rats?

Went to a Zee Zee client the other day with a brief which pulled a hot criticism of the last Zee Zee copy for this gink. The gink allowed Zee Zee's copy was rotten.

Could we do any better? Did I submit speculative copy? Why bring that up? Nobody asks that fool question any more. I did. The feller likes it and mebbe's gonna take it. Bum stuff, too, some more of the invigoration to the face from the inspired, penetrating bubbles of Gorgo's shaving cream, so'z you can shave with it, throw out your chest, march into your office, be worshiped by your secretary and lick the whole world in business deals.

Nope, this isn't a shaving soap. It's a citric acid drink. We got the old bunk about the regenerating acid to alkali stuff which 'clean sunlight puts into contented lemons and limes and it all comes back to you from Nature's Factory and Storehouse when you drink "Avenother" just like all the swells and polo fans do.

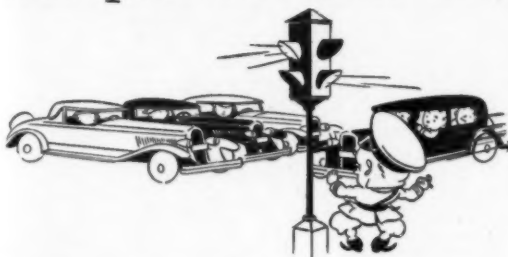
Is the stuff any good? 'Course it's good; people been drinking circus lemonade since the days of Ancient Rome. The very idea of suggesting that citric acid and water may not be any good!

Would Zee Zee do the same thing to us? Don't ask me that. Ask me *have* they done it?

GROUCHO.

ONE HALF

Portland's families buy
three-quarters of its new cars



IN PORTLAND, where a third of the grocers sell two-thirds of the groceries and half of the people purchase 85 per cent of the advertised goods, three-quarters of the new automobiles are bought by Able-to-Buy families.

Advertisers who concentrate on these Able-to-Buy families eliminate their high selling costs and increase their profits. The Portland Market Study has charted a path to these homes. Selling organizations which use this study as a guide avoid the low rental districts and contact only those retailers who sell the bulk of the

advertised goods sold in the Portland urban market.

Families in low rental districts buy in bulk, sacrifice quality for quantity. The cost of selling through retailers who cater to them is prohibitive, as advertisers have learned when seeking volume instead of profits. The Portland Market Study exposes the tremendously high cost of selling to these families. You will be amazed at the facts it contains and at the simplicity with which the Able-to-Buy families in Portland can be reached.

The Portland Market Study is shown only by appointment, but is available to national advertisers and their representatives. If unable to see it yourself, ask your Portland representative to see it. It will open the way to new profits in selling Portland.

The Oregonian

PORTLAND, OREGON

National Representatives

WILLIAMS, LAWRENCE & CRESMER

New York

Chicago

Detroit

San Francisco

Los Angeles

Seattle



Perspective

"How I wish I could find advertising counsel who could *see*, as I see them, the many individual phases that make up this business of mine; and yet could stand off, away from me, and see the bigger single problem in proper perspective."

You may have felt that way. At least you can sympathize with that perplexity of mind.

Here is the central problem of agency relationship; the prime reason for having a competent agency.

Accurate vision is often difficult. Mirages constantly pull at the mind's eye; tending to distort, to create illusion.

To solve a problem, simple or knotty, it must first be *seen*; precisely.

Experience is the answer — broad, varied, seasoned by frequent meeting of similar situations. From it springs the ability to see and know *your* business; to understand each detail, and still maintain true perspective.

Williams & Cunnyingham *Advertising*

6 NORTH MICHIGAN AVENUE • CHICAGO
PHILADELPHIA ROCKFORD



Worcester, Massachusetts

WHERE STEADY BUYING POWER IS ASSURED

The man who advertises in the Worcester Market does so with assurance that today, tomorrow and the day after tomorrow, the people reached by his advertising will have money to buy his goods.

The diversity of Worcester's industries spells a stabilized buying power. Even in solid New England, there are few communities whose payrolls and savings jog along at such an even pace as here. No sudden ill-wind of business can seriously affect this great market where not so much as 6% of its total manufactures are produced by any one industry.

Worcester makes abrasive wheels for the world. Worcester sells corsets on every continent. Worcester makes trolley cars and textile machinery; envelopes and airplane parts; vacuum cleaners and valentines.

One of the world's most famous rug and carpet manufacturing plants is here—and out through Worcester County, in orchards unaffected by the business cycle's ups and downs, there have just been gathered some 700,000 bushels of apples; one-fourth of the Massachusetts fruit crop.

These people are earning money—and spending it. Worcester IS "buying now." A local unit of a famous national merchandising organization reports that its annual store-wide sale, held in September, showed an increase of 106% over the same event as staged in September, 1930.

Of vital importance to the advertiser, who today as never before is out to get utmost value for every dollar, is the fact that the entire Worcester City and Suburban Market may be adequately covered by advertising in the Telegram and Gazette alone.

More than 85% of the families in Worcester and within Worcester's average 18 mile suburban trading territory, who regularly read a Worcester newspaper, receive the Telegram or Gazette in their homes six days in every week.

Average Net Paid **DAILY . . . 105,559**
Circulation **SUNDAY . 54,094**

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco

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TTE

Francisco

Inland Press Considers Ways to Greater Reader Interest

Talks on Diverse Newspaper Problems Converge on This One Central Theme

PUBLISHERS of the Inland Daily Press Association, meeting at Chicago last week, examined through the eyes of a two-day procession of competent speakers on newspaper publishing, many phases of their problems. And though there had been no set theme for the program, one central thought predominated in the speakers' discussions—that the rock-bottom, fundamental route to greater effectiveness of the newspaper as advertising medium and community servant is through soundly built-up reader interest.

There were no general discussions or expressions of opinion on this or any other subject. Yet talks on such diverse subjects as mechanical production, advertising promotion, the general business situation, rates, radio competition, classified advertising and editorial policy almost invariably interpreted the solution of existing problems in terms of reader interest. The one action taken at the meeting also tied in with this thought. The board of directors appointed a committee to build a comprehensive manual of research facts on reader interest—both editorial and advertising—for guidance of members in more scientifically administering this important element of their businesses. E. H. Harris, Richmond, Ind., *Palladium and Item*, is chairman of this committee and A. M. Clapp, Clinton, Iowa, *Herald*, and Donald L. Breed, Freeport, Ill., *Journal-Standard* were named to serve with him.

The opening session was given over largely to a discussion of classified advertising, with a talk by O. S. Wespe, president of the Newspaper Classified Advertising Managers Association, and the reading of a paper by C. C. Armstrong, Minneapolis *Tribune*. Mr. Wespe stressed the importance of "eternally striving to put into the classified section those advertise-

ments that will increase its diversification and add to its reader attractive value." Mr. Armstrong's paper dwelt upon the point that the reader is perhaps the most important part of the classified advertising problem; that while it is comparatively easy to get advertisements into the paper, the vital thing is "getting them out of the paper, in terms of results."

Col. Frank Knox, making his first speaking appearance as publisher of the Chicago *Daily News*, gave the broader, general-business application of the reader-interest theme. Restoration of public confidence, he noted, is a principal step in the return to times of better business. By implanting this confidence in the minds of its readers through interpretation of the hopeful signs now on the horizon, he said, the newspaper can add an important stabilizing influence to the cause of all business. His colleague, Theodore T. Ellis, vice-president of the *Daily News*, also spoke at the convention, with a fresh slant on the elimination of what he termed "invisible wastes" in newspaper production as his subject.

J. S. Parks, president of the Fort Smith, Ark., *Times-Record*, vigorously urged replacement of "wildly extravagant expenditures in securing more and more circulation" with an equal application to the task of making advertising copy more effective. In his belief, expensive features added for circulation-building purposes often lead to loss in advertising value. A paper on the competition of radio advertising by A. L. Miller, Battle Creek, Mich., *Enquirer-News*, summed up the situation with the thought that if the newspaper continues to do a good job, it will continue to have readers—and having readers, it will continue to be a good advertising medium. Radio is here and public progress and

habit are tuned to it, he noted; it is therefore for the newspaper to sell space harder on its own merits as an advertising medium, and to look to the maintenance of those merits.

James O'Shaughnessy gave a general talk on newspaper relations with the agency and the advertiser and Albert E. Haase briefly explained the viewpoint of the Association of National Advertisers with regard to advertising rates and on the retail and general rate differential.

The membership of the Inland reached the highest point in its history—257 newspapers—with the voting in of three new members at this meeting.

J. T. Adams Will Again Head Own Program Bureau

The Adams Broadcasting Service, which formerly operated in the radio field until its merger with the Judson Radio Program Corporation, New York, will again operate under the name of the Adams Broadcasting Service on November 1, with offices in the Chanin Building.

John T. Adams, who for the last several years has been president of the Judson Radio Program Corporation, has purchased the contracts of the Judson concern from the Columbia Concerts Corporation and will head the new program-building company. Ernest Chappell and Joseph Pasternack, who have been associated with Mr. Adams for a number of years, will be associated with him, Mr. Chappell as general manager of production and Mr. Pasternack as director of music. All of the individuals who have serviced Judson Radio Programs will be part of the new service.

Truman Bradley Joins Los Angeles Agency

Truman Bradley, formerly with the Columbia Broadcasting System, New York, has joined the Leichter Company, Los Angeles advertising agency, as director of radio advertising.

Joins Small, Kleppner & Seiffer

Raymond Marks, recently with the Burton Nelson Company, Inc., New York, as an account executive, has joined Small, Kleppner & Seiffer, Inc., advertising agency of that city, in a similar capacity.

Porter-Eastman Files Bankruptcy Petition

The Porter-Eastman Company, Chicago advertising agency, last week filed a voluntary petition in bankruptcy.

New Radio Publication Appears

The Radio Forecast is the name of a new weekly publication which features detailed radio programs of the principal broadcasting stations of the country. The new magazine is published by the Laros Publishing Company, Easton, Pa., with editorial and advertising offices at 200 Fifth Avenue, New York. W. C. Laros is president and F. C. Gibbons is in charge of publication.

Henrietta Murdock Joins Croot Agency

Miss Henrietta Murdock, for the last four years with The Upson Company, Lockport, N. Y., as director of that company's studio of decoration and color, has joined the staff of the Samuel C. Croot Company, Inc., New York advertising agency.

W. P. York Company Moves to Aurora, Ill.

The W. P. York Company, manufacturer of window display advertising material, has transferred its plant and staff from Peoria to Aurora, Ill., following its merger with the United Printers & Publishers, Inc.

To Represent Station KGER

C. M. C. Raymond, at one time managing director of the Advertising Club of Los Angeles, and, more recently, commercial director of radio station KHJ, Los Angeles, has been appointed advertising representative of radio station KGER, Long Beach, Calif.

Joins Grace & Holliday

Jerome H. Remick, Jr., has joined Grace & Holliday, Detroit advertising agency, as an account executive. He will also remain in his official capacity as vice-president of the Detroit Creamery Company, Detroit.

Leaves Philadelphia Sweater Mills

Edward Hopkinson has resigned as director of sales, in charge of advertising, of the Philadelphia Sweater Mills, Inc., Philadelphia.

Appoints E. H. Brown Agency

The Strouse Products Company, Fostoria, Ohio, has placed its advertising account with the E. H. Brown Advertising Agency, Chicago. Magazines in the mail-order field will be used.

To Change Size

Effective with the January, 1932, issue, *The American Rifleman*, Washington, D. C., will change its type page size to 7 by 10 1/8 inches.

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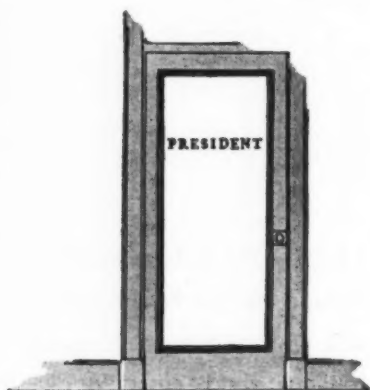
LESS THAN two months remain before Kris Kringle will scurry over the world leaving mysterious packages to delight the hearts of young and old.

Just what these mysterious packages will contain, will depend largely upon the ability of producers to carry their message to those who will do the buying.

More than a half million consumers reside in the Oakland Market. The most efficient way to reach them is through the columns of this newspaper.

Oakland Tribune

National Advertising Representatives:
WILLIAMS, LAWRENCE & CRESMER CO.
Los Angeles San Francisco New York
Chicago Seattle
Detroit



..... of what?

The door says "President."

That may mean much or little.

Open it in four percent of our businesses and you'll find a real prospect.

Open it in the other ninety-six percent and you'll find one who is probably negligible, since studies show that four percent of our businesses do eighty-six percent of our business.

Officers, then, are no bigger, have no greater purchasing power than the businesses they direct.

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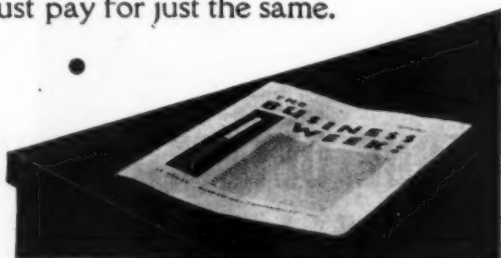
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It would seem logical to bore in, when a circulation includes "corporation executives" as a class, and ascertain whether they are executives of corporations who have real buying power.

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In that way one can be sure he is not buying a lot of coverage he does not want—but must pay for just the same.



If you're looking for MEN— look here!

MEN from the professions . . . doctors and lawyers. Men from business . . . executives and clerks. Skilled workmen. Men from the stage. Men—*men* form the bulk of the True Detective Mysteries' market.

Nearly 500,000 men! A following worth having. Enough men to sway the tide *your* way. Enough men to erase the red out of any profit-and-loss statement.

If your product is worth advertising—if you depend upon a market of men for your bread and butter, then True Detective Mysteries is a real pay lode for you.

Circulation rates are based on a guarantee of 500,000 copies. For the first 6 months of 1931 our average sales of 624,317 represented an average monthly bonus of 224,000 to those advertisers who are protected at the 400,000 guarantee. That is equivalent to getting another magazine on the schedule without paying for it.

Our Reader Survey describes this market—tells you the occupations of the readers, their average age, what they earn and some of the luxuries they own. Write for it. Address 2716 Graybar Building, New York City.

99.6% News Stand Sales



TRUE DETECTIVE MYSTERIES

MEN BUY 8 COPIES EVERY 10 COPIES

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What's Wrong with the Railroads?

The Interstate Commerce Commission Didn't Grant the Railroads All They Asked for, but It Did Give Them Some Sound Criticism and Advice

THE railroads asked the Interstate Commerce Commission for permission to increase freight rates 15 per cent. The Commission last week denied this request for a blanket increase and suggested a plan for increasing rates on certain commodities. The carriers have until December 1 to decide whether or not they will accept the substitute plan and in the meantime there will be much discussion pro and con.

Railroad men generally are disappointed in the Commission's report; yet in that report they will find criticism and advice that may lead to the solution of most of their problems. The Commission said to railroad men in effect: "You need more men with a merchandising viewpoint. You think your problems evolve from the question of rates, but your problems go much deeper than that. Your real problem is to find how to meet competitive transportation services."

The Commission devoted a considerable part of its report to this idea. It didn't tell the railroads anything they haven't been told before, but perhaps they will pay more attention to the Commission's remarks. A few railroad men realize that they face primarily a merchandising job. Some of them have been trying to shake themselves loose from old traditions and practices. The increased volume of railroad advertising in recent years, the improvements in service and equipment, the adaptation of modern selling ideas by more and more of the carriers, testify to the recognition on the part of a few railroad executives of the importance of looking at their problems from a merchandising angle.

But the industry as a whole has been backward along these lines. There has been little co-operative action. As the Commission says, the railroads "have in the past occupied the field with sufficient ex-

clusiveness so that, apart from competition with each other, the habits of thought are less flexible and not so well adapted to facing and meeting new competitive conditions."

In its comments the Commission reiterates what PRINTERS' INK said editorially recently and substantiates what has been said in many articles that have appeared in the PRINTERS' INK Publications on the subject of the railroads and their problems.* Following are reprinted excerpts from the Commission's report:

* * *

Commodity prices generally, and particularly the prices of farm products, are very materially below the pre-war level and there is no upward tendency, whereas railroad freight rates are much above a pre-war level and the proposed 15 per cent increase would place them, broadly speaking, at a pinnacle in railroad history.

It follows irresistibly that freight rates even now constitute a greater relative burden upon industry than ever before, and at a time when industry has gravely impaired stamina to sustain the burden. There is diligent search for means of saving every cent possible in expense of distribution.

That there are important opportunities for such saving which already have been utilized in substantial degree the record amply shows. Waterway competition is not a new thing with the railroads, but it was greatly stimulated by the opening of the Panama Canal.

The steamship lines which operate through that canal, although not subject to any effective public regulation, are not increasing their rates but on the contrary have been reducing them as a result of inten-

*A list of titles of these articles and dates of issues in which they appear will be sent to anyone having access to files of the PRINTERS' INK Publications.

sive competition. This waterway competition is now a controlling factor on most transcontinental traffic, not only between the coasts but also reaching far inland. Pacific Coast lumber, for instance, moves extensively by rail as far as the Middle West from Eastern ports which it reaches by boat through the Panama Canal.

As yet the boats have not been a controlling factor in the fruit and vegetable traffic, but certain of them, anticipating some increase in rail rates, are proposing to shippers that they will install refrigeration systems if traffic is offered. This would be a menace to rail traffic if rates are increased.

Besides the Panama Canal traffic there is important waterway competition along the Atlantic Coast and Gulf, on the Great Lakes, on the Mississippi and Ohio Rivers and on the Hudson River and New York barge canal. Very important movements on these waterways are of petroleum and its products, coal, newsprint, sulphur and grain.

Import traffic brought by water from foreign countries to our ports often menaces domestic movements, as in the case of wood pulp, petroleum, nonferrous metals, cement, coal, sugar and iron ore.

Movement by truck is a new form of competition which has been developing with great rapidity. It has been principally effective on less-than-carload traffic, and relatively short hauls of such commodities as livestock, cotton, cement, sand and gravel, gasoline, fruits and vegetables, and general merchandise; but it is continually extending to more and more traffic and for longer distances, as trucks and trailers are enlarged and highways improved.

At present it is aided by prevailing low prices for gasoline and rubber and the oversupply of labor. In addition to rates, advantages which it offers to the shipper are in rapid and flexible service, store-door receipt and delivery, the transportation at carload rates of much smaller lots than are possible by railroad, and elimination of costly railroad packing requirements.

The carriers introduced evidence to show that it would be feasible for the trucks to divert only a comparatively small amount of additional tonnage, even if rates were increased.

But without exaggerating the menace of this form of competition, we are convinced that the carriers have under-rated it, and that its possibilities are materially greater than they are prepared to concede.

For a long time transportation of crude oil by pipe line has exerted a controlling force on many railroad rates on both crude oil and gasoline. To this competition has now been added pipe lines for the extensive transportation of gasoline and natural gas.

This form of competition has progressed to an astonishing extent, and it seriously affects, not only rail movement of petroleum and its products and the rates thereon, but also rail movement and rates on coal, both bituminous and anthracite.

In addition, so far as coal is concerned, movement by rail has been substantially curtailed by the construction of central power plants, both water and steam. While the latter use coal, they consume it with maximum economy and often obtain it from short-haul sources, distributing their own electric power widespread by transmission lines.

Nor are these competitive means of transportation by any means the only factors tending to lessen traffic which must be considered in connection with a relative high level of freight rates. The evidence before us amply shows that the tendency of such a level is to localize industry and also impel the uses of substitute products.

It is the long-haul producer demanding the maximum of transportation service who suffers most severely from high rates. The advantage of the short-haul producer is greatly accentuated, and in consequence a tendency rapidly develops to relocate plants or establish branch plants and warehouses.

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position that we ought not to interfere with those who are entrusted with management on matters which are not controlled by law but must be determined in the last analysis by wise administrative policy and judgment. That is still our view.

But here reliance upon the judgment of the executives as to the revenue effect of an increase in rates is much weakened by their failure to adduce any substantial reasons for their judgment and the definite withholding of the best available information on this point in their possession, namely, the information of their traffic departments.

* * *

However sympathetic one may be with the plight of railroads and their need for additional revenue, such sympathy cannot with benefit to any one be carried to the point of a refusal to recognize and face facts. The facts set forth above show beyond question that there are elements of plain peril to the railroads in such an increase in freight rates as they propose at the present time.

The chief dangers are (1), that at a time when transportation costs are of vital consequence to every industry, it will stimulate new competitive forces already rapidly developing; (2), that it will alienate or impair the friendly feeling toward the railroads on the part of the people of the country, which is essential to adequate legislation for their protection and the proper regulation of all forms of transportation in the public interest, and (3), that it will disturb business conditions and an already shell-shocked industry, and accelerate the tendency toward a localization of production.

It should be borne in mind that traffic once lost to a competitive agency is far more difficult to regain than it is to hold before it is lost.

And it should also be noted that disturbance to industry would be caused, not only by the immediate increase in charges, but also by the slow process of inevitable readjustment to a lower level of rates, which would be necessary in many

instances and which the railroad executives themselves concede that they anticipate.

* * *

The most effective remedy for the immediate ills of the railroads is the economic recovery of the country. The present low earnings are not the result of low rates but reflect those conditions as business improves, just as they have in the past.

While the tide may be slow in turning, there is no more reason for thinking that business will not improve than there was in 1928 for thinking that depressions were a thing of the past and that we were in an era of permanent prosperity. Public emotion swings from one extreme to the other, and there is nothing more volatile than the emotion of the investing public. When railroad earnings take a sharp turn upward, as in due time they will, railroad credit will also rise.

* * *

Railroad managements face new conditions which compel changes in methods of operation, manner of service and price policies. It is a situation which frequently confronts private competitive industries, and they have become accustomed to such readjustments by force of necessity.

It is difficult with the railroads. Although they have never had a complete transportation monopoly, they have in the past occupied the field with sufficient exclusiveness so that, apart from competition with each other, the habits of thought are less flexible and not so well adapted to facing and meeting new competitive conditions. This they must now do. The spur of present adversity will no doubt help to that end.

Foremost among the problems to be solved is that presented by the passenger service. Broadly speaking, this service for the country as a whole fails by something like \$450,000,000 annually in contributing its proportional share toward taxes and return on railroad property.

The close similarity of this figure to the amount of money which the carriers estimated that

they would realize from the 15 per cent increase, if no loss of traffic resulted, is striking.

In other words, if the carriers were able to conduct the passenger business as profitably as the freight business, they would even now, under adversity in a period of great depression, be earning enough to stabilize their credit situation. The freight business as a whole is doing reasonably well, present conditions considered.

The carriers in this record pointed out the substantial curtailments of passenger service, which have been made in an endeavor to reduce losses. They have hope of recovering profitable patronage.

But much more drastic measures will be necessary if the staggering deficit incurred by that service is to be reduced to bearable proportions. A little has been done in the pooling of competitive train service by rival lines, but we believe that the opportunities in this direction have by no means been exhausted. Much more can be done under existing law.

On some lines it may be necessary for the companies to retire from the passenger business entirely. On others it may be that better service with lighter trains at greater speed and at lower fares will revive patronage and reduce expense. Our knowledge is too inadequate to enable us to specify the remedies which must be applied. But plainly the situation is in need of drastic attention.

So far as freight service is concerned, the railroads have so many and so great inherent advantages of economy, particularly in the case of the longer hauls and the heavier traffic, that we cannot believe that they will not be able to withstand the competition of the motor trucks. It may be that some traffic must permanently be surrendered to the trucks. For the most part it is traffic on which the railroads have always claimed that they lost money. To meet this situation effectively, however, it is evident that radical changes in service and rates must be made. . . .

So far as rates are concerned,

it is clear that the present structure has developed under principles and theories which gave no thought to the competitive agencies of transportation which now exist. As a result, the rates often open a door to effective competition which might well be closed. It is evident that the traffic departments must give new thought to the rate structure.

The new competitive conditions make it necessary, also, for the railroads to co-operate more efficiently with each other and reduce the waste, both in service and in rates, which has marked their own competition. That this waste is of very large proportions is clear.

Many specific instances have been brought to our attention. That it can be minimized we also have no doubt, but that this will require a greater degree of co-operation than the railroad executives have yet been willing to put into practice is plain. Such co-operation, which we believe the times make essential, would also be of great advantage in carrying on adequate research and experimentation.

The records show that in the past decade the railroads have made great strides in improving their service and at the same time operating with greater efficiency and economy. But what they have done in this direction has largely followed lines which developed under conditions different from those which now prevail, and it has been characterized by a continual intensifying of their own competition. At a time when as an industry they have new enemies to face, their warfare with each other has grown more bitter, so that economies in operation have been offset in part by the growth of competitive waste.

Mercready-Phelps Moves

The Mercready-Phelps Company, advertising agency, has moved its office from New York to Plainfield, N. J., where it will be located at 240 West Front Street. Herbert V. Mercready is president and treasurer of the reorganized company, which will specialize in direct mail and industrial advertising. Margaret M. Mercready is vice-president and secretary.

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WHY ADVERTISERS DON'T USE COLOR

(A.N.A. COLOR SURVEY REPORTED BY ADVERTISING AGE)

9%"product
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expense"

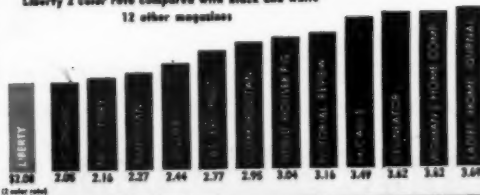
BUT NOW—THANKS TO LIBERTY'S COST
FOLLOWING COMMODITY PRICES DOWN 35%

**2 Color in Liberty
costs less than
black-and-white
in most
magazines**

21%"object to
non-cancellable
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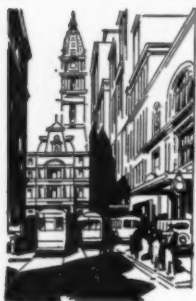
18%
"won't
sacrifice
coverage"

Rate per page per 1000 circulation
Liberty 2 color rate compared with black and white
12 other magazines



Let us show you
how Liberty
can give your
campaign color
—without inflex-
ible contracts,
or added ap-
propriation.
Address
LIBERTY
420 Lexington
Avenue
New York City

To National and Their



THERE are *still* some national advertisers who seem to think of Philadelphia market in terms of the City of Philadelphia alone. Somehow or other the vast size of the *true Philadelphia*—A. B. C. Philadelphia

suburbs—escapes them.

In the City of Philadelphia live 443,401 families, 1,950,961 people.

In the A. B. C. suburbs of Philadelphia live 372,600 families — 1,639,832 people, which exceeds the population of America's fourth city—Detroit.

Full coverage of this market is essential. And *full coverage* means not only covering the city, but blanketing the

A. B. C. suburbs of Philadelphia in which live more people than reside in the suburbs of any other American city with the single exception of New York. No one knows this better than the *department stores of Philadelphia*—the depart-



CURTIS-MARTIN

INDEPENDENCE

PUBLIC  LEDGER

MORNING

EVENING

SUNDAY

Philadelphia Advertisers Through the Agencies

national department stores that had net sales
think of \$225,987,647.00, according
terms of U. S. Census of Distribu-
. Some for 1930—the department
the true Philadelphia stores doing 87% of the total
Philadelphia volume of business credited



the entire general merchandise group in Philadelphia.
families during the first nine months of 1931 Philadelphia
department stores gave the Curtis-Martin group of news-
ive 372,600 persons an increase of 816,507 lines. They decreased
the popular space in the other standard-size newspapers 667,182
es.

full coverage these merchants know the full power and the influence
marketing to the range of the Curtis-Martin newspapers.* They
know that through them — *and only through them*—is it possible to obtain the
coverage that completely blankets Phila-
delphia and its suburban zone, that places
the sales message before *all the families*
in all the homes in this great market.



CURTIS-MARTIN NEWSPAPERS, INC.

INDEPENDENCE AVENUE, PHILADELPHIA

ER
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The Philadelphia Inquirer
MORNING SUNDAY

Stores Sign Up for Fair Play

RETAIL stores in other cities are expected to follow the lead of fifty-one stores in New York which have pledged to abide by a new code of "fair play standards" recommended by the Better Business Bureau of New York, Inc., and the list is growing each day.

The action of the New York Bureau has been endorsed by bureaus in Chicago, St. Louis, Cincinnati, Cleveland and several other cities.

The code is designed to combat the destructive results of unfair statements which are not only harmful to retail stores that suffer from advertised claims that much lower prices are to be had than elsewhere, but which undermine public confidence because of the confusing claims made.

Four unfair practices are defined which recommend omission of

1. Statements or allusions which in any way disparage or reflect upon the prices, service or merchandise of any other store or stores.

2. Statements which proclaim a policy or effort to undersell others, and statements which claim that the advertiser's prices are reduced for the purpose of being below the price of a competitor or competitors.

3. Statements which quote a price found elsewhere, in which it is claimed that the advertiser's quote price is lower for the same equivalent or comparable merchandise.

4. Any claims which cannot be substantiated fully, especially statements of value which are the advertiser's opinion unsupported by clear proof.

The Bureau also recommends that newspapers incorporate these principles in their own rules governing acceptance of advertising for publication.

* * *

Romance in Business

ONE of the last strongholds of old-time romance in business is the annual Date Ship Race from the Persian Gulf to New York. At 8:15 P.M. on October 17, the freighter *Kohistan*, chartered by The Hills Brothers Company, Dromedary Dates, reached its Brooklyn pier, winning the thirty-second of these races after a trip of 27 days 4½ hours.

Each year, as soon as the dates in the gardens along the Shat-el-Arab river are ripe, "fellaheen," or Arabian pickers, harvest the dates and pack them for the American market. The various importing firms charter ships and as soon as they are packed they start off

on their 9,981 mile race. The honor of winning the race is one keenly sought by the importer, the ship's captain and even the native crew; but there is also a commercial reward, for, according to tradition, the first shipment to arrive is thought to contain the juiciest and finest of the crop. This first shipment also brings a better price and "sets" the market.

A silver loving cup has been donated by The Hills Brothers Company—a trophy that will be in the possession of Captain Baum of the S.S. *Kohistan* until next year's race is run. It must be won three years to become the property of a contestant.

* * *

Chewy Dividends

STOCKHOLDERS of the Wm. Wrigley Jr. Company have been notified that dividends have been declared, payable December 1, 1931, January 2, 1932 and February 1, 1932.

At the bottom of the card bearing this good news is the following advice in bold face:

"Keep your mouth moist and your taste fresh with 'Wrigley's' Chewing Gum."



Works
BRITANNIA WORKS
KING'S ROAD N.W.1
Branches and Agencies in
all Principal Towns

Cable
WESTERN UNION
and PRIVATE



WESTCENT-100000

Telephone
PITEROY 1401

Proprietors
G. DUBREUIL
A. L. DUBREUIL

DOUANE REFRIGERATING CO.

84-10, RIDGEMOUNT STREET, LONDON, W.C.1

CONTRACTORS
TO
GOVERNMENTS
1 GOLD MEDALS
2 CRAMPS PRIZE
2 HANS COMCOUGH
1 MEDAL OF
THE KING
1 SILVER MEDAL
2 DIPLOMAS OF
HONOUR
Special Machines for
BUTCHERS
FISHMONGERS
RESTAURANTS
DAIRIES
CONFECTIONERS
CO-OPERATIVE
SOCIETIES
ICE FACTORIES
BOATS AND YACHTS
CHOCOLATE
FACTORIES
BREWERIES

No. 1920.
American Exporter,
370 Seventh Avenue,
NEW YORK CITY,
U.S.A.

8th
October,
1931.

Gentlemen,

In reply to your advertisement in the October issue of "AMERICAN EXPORTER", we shall be pleased to receive particulars of your Refrigerators for Household and Commercial purposes with a possible view of taking up the franchise for Great Britain and Ireland.

We have been established for 12 years and have always exclusively handled Refrigerating Machines.

We represent over here, the French Douane Machines from 1 ton Refrigeration and upwards and are now desirous of handling domestic and small fractional horse-power automatic units.

We of course, efficiently cover the whole of Great Britain and Ireland through 14 distributors and our Sales force for the London district includes seven Technical Representatives.

A SIGNIFICANT INQUIRY

for an American agency, since it came weeks after Great Britain went off the gold standard, one of many examples of how American specialties hurdle the obstacles of exchange, duties, ocean freights, etc.

Our readers are your buyers abroad

AMERICAN EXPORTER

World's Largest Export Journal --- 54th Year
370 Seventh Ave. New York

★ ★ ★ IT TAKES

City by city—industry by industry, NATION'S BUSINESS is ready to prove with actual subscriber checks, giving individual names and titles, that its PENETRATION of the business market is economical and adequate. In circulation, in reader regard and in low cost, its leadership is unquestioned.

IN LOS ANGELES, for instance:

Among 117 of the 140 leading business establishments of the city, NATION'S BUSINESS has 393 executive subscribers.

That's 84% coverage of the firms, and an average of 3.4% officers and directors in each.

That's **PENETRATION**

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PENETRATION

to SELL

the Business

Market

**Superficial Coverage won't
do the Job**

**NATION'S BUSINESS, alone, of
all Business Magazines,
offers PENETRATION**

Campaign for 200 Radio Stations

YEARs ago the United Drug Company originated its one-cent sales which have been an annual event featured by most of its stockholder-druggists. Each sale has been an individual event for the store concerned, planned at its own time and carried out locally.

These sales have been a big factor in the company's business, so much so that a separate department, called the special sales department, was formed several years ago to promote and handle this and similar merchandising ideas. This year, the one-cent sale will be made national and will be conducted by 10,000 stores simultaneously.

Plans have been made to sup-

port the sale event with broadcasting over 200 radio stations. November 4 to 7 are the dates set for the sale. Broadcasting will begin two days before the opening day. Fifteen-minute programs will be presented each morning for five days. In addition several spot announcements will be made from each station during the day, calling attention to the sale and a "last chance" announcement on the final morning. Electrical transcription is to be used. Programs will consist of a variety of entertainment features interspersed with announcements, which in addition to broadcasting the event itself, will advertise specific items of merchandise and their prices.

* * *

Enthusiasm

"PEOPLE of Stamford [Conn.] and within 150 miles of This Grand Old Store [The Lockwood & Palmer Co.] . . . Don't Miss This . . . The Most Startling and Astounding Mercantile Adjustment . . . Ever Known of Anywhere."

"It's [One Minute Washer] the liveliest . . . fastest moving money maker in the Washer field."

"It [Sentinel Washer] offers performance surpassing anything

you have ever known in a low-priced washer."

"The world's most comfortable garter." [Paris.]

"Dr. Lyon's Tooth Powder cleans teeth as nothing else can."

"They know this new Gaytees style represents the greatest advance in protective footwear design in recent years, and that no other style approaches its advantages of fit, appearance and ease of application and removal."

* * *

From Steel to Whiskers

HEPPENSTALL'S Famous Patented Alloy Steel "Eis" 45. If you use shear knives, you undoubtedly know this product. It is used in steel mills for cutting great billets, in tin plate mills for cutting great stacks of sheet, etc.

Now you can cut your own whiskers with it. For the Heppenstall Company, of Pittsburgh, is embarking on the manufacture of razor blades. The steel used is

the same used for the shear knives.

The blades are to be vended under the name Hardtem from display cards, on which the only selling copy is this: "Twice as Many Shaves—or Money Back." Heppenstall likes guarantees. It has sold its shear knives with a guarantee to give four times the service of carbon steel knives. No one has ever asked for his money back.

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Must Stay in Its Own Back Yard

A FEW days before the Supreme Court of the United States refused to be shown that it was in error when it ruled that the Federal Trade Commission had strayed beyond its pasture in issuing a cease and desist order against The Raladam Company, another Federal Court also ruled that the Commission had exceeded its authority in another case.

The lower court is the Circuit Court of Appeals for the Fourth Circuit. The case came before the court on petition to review the action of the Commission in ordering the Flynn & Emrich Company to cease and desist from threatening any person or firm with suits in connection with certain patent rights. The Commission charged that these threats of suit on the ground of patent infringement were not made in good faith; that they were intended simply to prevent and obstruct a competitor from selling his own product.

"An examination of the record," said the court, "fails to disclose any testimony to support a finding of bad faith." That ground, therefore, for action by the Commission was ruled out.

As for the existence of public interest—a factor that must be present if the Commission is to be legally permitted to take action—the court ruled:

"The case here is a controversy of a private and personal nature . . . and could readily have been settled in the courts. . . . Certainly Congress never intended that the machinery of the Federal Trade Commission, severe as its operation can be made, should be set in motion for the settlement of private controversies, when the courts can act. It was never intended that the Commission should act the part of a petty traffic officer in the great highways of commerce. . . . The order to cease and desist was erroneous."

♦ ♦ ♦

New Note in Co-operation

A SIX-PAGE advertisement in the October 24 issue of *The Saturday Evening Post* touches a new note in co-operative advertising.

This advertisement, written to introduce the new Matson Liner "Mariposa," was paid for by the Matson Company and some half dozen other firms that participated in the building of the big new ship.

Unlike the usual type of co-operative advertisement or section, wherein a series of advertisements are run alongside of each other, this Matson section is handled in the form of a running manuscript, by Peter B. Kyne, devoted to the story of the ship, the products which went into the building of the ship and the route it will travel when in service.

As an example of what may be done when a group of manufac-

turers work together, it sets a new note in co-operative advertising.

Below is one of the co-operative illustrations.



San Francisco window—made to go to sea but not to obstruct the vision of it

1 FIRST IN PITTSBURGH

6 SIXTH IN THE WORLD

THE FIRST TEN

- | | |
|--------------------------|----------------------------|
| 1. New York Times | 6. THE PITTSBURGH PRESS |
| 2. Washington Star | 7. St. Louis Post-Dispatch |
| 3. Detroit News | 8. Newark News |
| 4. Baltimore Sun (E & S) | 9. Los Angeles Times |
| 5. Chicago Tribune | 10. Philadelphia Bulletin |

FIRST SIX MONTHS, 1931

MEMBER OF THE UNITED
PRESS... OF THE AUDIT
BUREAU OF CIRCULATIONS
and of MEDIA RECORDS, INC.



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Dispatches
letin

MONTHS, 1931

85.6% of all daily advertising in the eight largest Retail (Local) classifications★ used in Pittsburgh newspapers during the first 9 months of 1931 appeared in evening papers.

The Press published

24.2% MORE

of this advertising than the second evening paper.

AUTHORITY, MEDIA RECORDS, INC.

★

DEPARTMENT
STORES
CLOTHING
SHOES
GROCERIES
FURNITURE
DRUGS
JEWELRY
ELECTRICAL
APPLIANCES

he Pittsburgh Press

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS... 230 PARK AVENUE, NEW YORK CITY

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

Don't Cut Agency Salaries Without Promise of Future Profits

If a Cut Is Necessary, Trade the Expense-Saving for a Somewhat More Extended Participation in Ownership

By Howard W. Dickinson

THE article, "Is This a Logical Plan of Handling the Advertising Agency Salary Problem?"* gives a very interesting suggestion for solving an important agency problem, a problem which affects other kinds of personal service organizations as well. Of course the basic agency problem is how to make a business out of personal service. At such a time as now, this becomes a question of how to take up the slack without depleting an organization or bringing personal hardship upon its members. Perhaps agencies have tried to make their business too much like a manufacturing business and have failed somewhat to take advantage of the decided difference in their basic needs for capital and their fine opportunity to distribute ownership more broadly in their own organization.

We find that the agency head cited in the article is trying to preserve his capital solvency unimpaired, and at the same time keep his organization intact. He can't quite afford to do this unless his people will take a cut in pay. So he canvasses this subject candidly and with obvious intent to be fair to everyone.

But he is up against a dilemma. A cut in pay is a forced loan from employees, and forced at a bad time for them. They will probably accept the cut because they have to. That does not quite satisfy our good friend. He wants to give his people as good a break as he possibly can. He would like to think that a cut in salaries, if he must make it, can be turned into a sort of profit sharing. We can't blame him for wanting to feel that way, but a cut is a cut and either a forced gift to him or a forced

loan. His people do not want that cut. We may be sure of that, and calling a loan by another name won't make them like it, unless—he can turn it into a permanent participation in profits.

He should pay more for a forced loan than for a solicited loan, morally at least, because the lender has no power to refuse the loan. He can say, "You are lucky to keep your jobs even with a cut," and let it go at that, as so many do. But this man doesn't seem to be panicky. He has a bright belief in the future. It is present figures alone which seem to worry him. So why doesn't he turn this forced loan into new capital, frankly recognized as such? By this I suggest that he reimburse the people who lend him a part of their salaries by giving them an ownership interest in some cases and in other cases give notes secured by capital stock.

It is tacitly admitted in the article that this agency wants to keep its good men, men who understand the complicated personal service of agency work and are skilled in giving such service, and this agency head, like all thinking men, is aware of great changes in business conditions. He is also in natural doubt as to the trends of the future in the advertising business. And yet in his very interesting chain of thought he seems to take it for granted that the agency business organization should be, on the whole, set up as the usual capitalistic structure, to earn a fair return on its capital, with ownership participation and brain work participation kept quite separate.

The importance of profit on invested capital is hard to deny, and I'm not going to deny it. I do think, however, that capital structure for dividend earning should

*PRINTERS' INK, October 15, page 25.

be rather incidental in agency set-up as compared with a capital structure specifically designed for reward of high competence in personal service, a reward earned automatically whenever volume and financial efficiency permit it. If the present times show anything, they show that preservation of a business may supersede profit making as the financial problem of the hour.

Some Must Cut or Fire

In this matter of cutting salaries, many agencies have no option today. They must cut or fire. There is no standardization of salaries. Salaries are sometimes unduly high, higher than they ever should be except in very flush conditions.

No idea is good unless it can be put into practice. Think of this plan in that way. Imagine a capital set-up particularly designed to take care of a very able group of men, permanently, to give them large incomes if their talents and performances may earn it, rather than a corporation set-up dominated by one or two major stock owners for their private profit, as many agency structures now are.

Imagine several grades (as few as possible) of standardized salaries fixed according to ability and importance; e.g., (a) strictly clerical salaries somewhere about the average market price, (b) junior service salaries for assistants, (c) salaries for high skill and experience, (d) top executive salaries.

If possible have all but grade (a) salaries a little below the general business average, with an earned bonus or stock profit to be distributed whenever finances will permit.

In this theoretical set-up we have suggested that the salaries for important work should habitually be set a bit below what may be a general average. They should, however, be comfortable living salaries and those who receive them should be expected to live on them, there being no positive assurance of profits or bonus except as they are to be found in annual profit distribution. So these profits

should not be spent in advance.

See what this would offer to the individual each year, a living—plus a chance of a fine extra profit. I am not speaking of a profit sharing which comes only after a very big ownership stockholders' dividend hunger has been satisfied, but one worked out as the primary use of earnings beyond expense, sinking fund and development of a reasonable surplus.

The advertising agency is a kind of business which, taking the above needs into consideration, might very wisely distribute a large proportion of its earnings as it goes on instead of trying to become a great capital structure with an excessive surplus. Even some of the big agencies have found it easy to become very top-heavy in panic times, because they are so set up in a capital way as to need very heavy stock earnings.

Let me illustrate by a hypothetical case. An agency already existing and having a stock issue which at book value is worth \$1,000,000. This agency pays an uneven lot of salaries, a few of the people have bargained and got big salaries, others have been hired away from someone else, also at high salaries. Still others have put in years of splendid work but haven't got up to the salary scale where they belong, if the high salaries of their favored associates are fair.

If the relatively over-high salaries were to be cut, a fair and equitable average could be made with a material saving of total salary costs. If new salaries and promotions in salaries were fixed on a minimum basis, as suggested above, less salary money would need to be budgeted, leaving more for profits and profit sharing.

Suppose then a gradual retirement of the existing capital stock, down to one-half of what it is now. Suppose a new class B non-voting stock should be issued and given to employees as selected by the directors and in amounts as indicated by the bonus value of their services plus the desire of the organization to retain their services permanently, always retaining if possible enough of the company's



● Two stick-up men walked into a store in the thirties, near Lexington Avenue, the other day...and held up the place. Across the street...from a second story office window...a stenographer spotted the bandits at work.

"Operator... hurry... Give me Murray Hill 2-4321."

Was she calling Police Headquarters? Don't be silly... that's a newspaper number.

"Listen... are you the City Editor?... Say, there's a hold-up going on right across the street. Yeh... 214 East..." She'd scarcely finished the address before a couple of "photogs"

were in the elevator... into a cab... busting traffic lights.

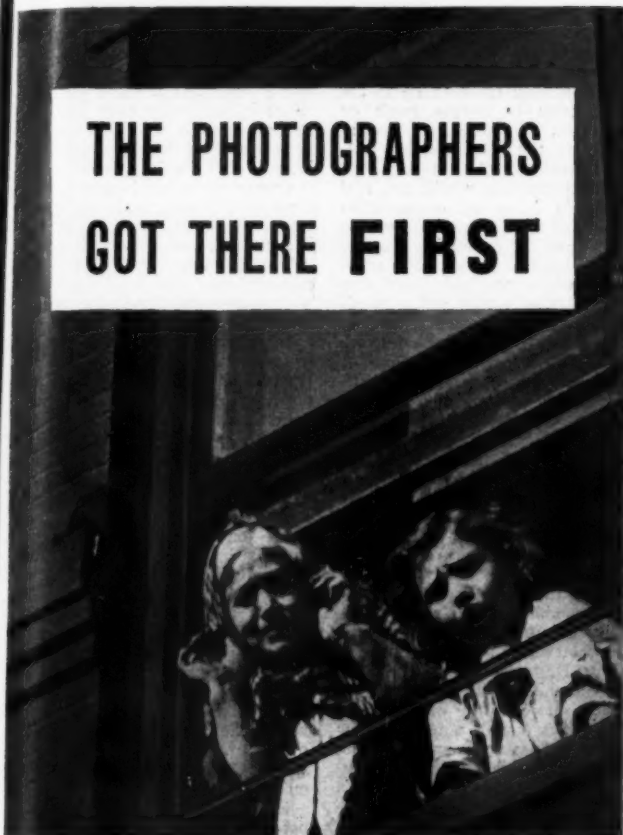
Click! Click! Click... went their cameras in action. Shooting the high-spots. Recording the excitement.

And next morning... Tabloid Readers... got this curbs-eye view of the whole thrilling show.

You've guessed the lesson, probably... because it's as plain as the nose on your face. Today... people want ACTION PICTURES.

"X marks the spot" doesn't satisfy any more. Newspapers know it. Readers know it. (That's why they often

THE PHOTOGRAPHERS GOT THERE FIRST



phone Editors before the Police.) And advertisers are learning this lesson.

ACTION PICTURES! People pictured as they live and breathe... laugh and cry... love and hate.

Real people... not dull, stiff models! Real places... not phoney, stilted studio settings.

Here at Leo Aarons we are artists in composition, lighting... yes, and photographic quality.

But that's the intuitive part of our

job. Our real art... is the art of direction! Of making pictures *talk*... and tell a human story.

Whether it's a single column medicine ad... or a double-page spread in the Post... you want this realism, this natural force... because it's a quality that *sells* goods.

On your next series call MOhawk 4-1545 and talk it over with us.

See if we haven't some important contributions to make... that will dramatize the story you have to tell.

THE STUDIO OF LEO AARONS

earnings for a cash bonus as well.

Suppose even that the management personnel kept voting control even with the class B employees stock gradually growing up to the half million of voting stock or even more. Suppose even that in lean years the relatively low salaries constituted all the money that salaried employees would get, still we would have an organization most all of whose important people would have the ownership impetus to work hard to protect their prosperity, while the relatively low fixed salaries would put a minimum strain on overhead.

Let us say that such a set-up indicates an increasing amount of capital and ask what this theoretical plan has to do with such times as these. The answer is that such times as these are good times to set up a minimum salary scale, provided one can live on a reduced income, as many are now doing. It is also a good time to transfer personal earnings which are unpaid, because they have been cut from a reasonable salary, into stock for which a future value can be built and to establish a standard form of compensation on the basis of minimum salary plus a share of profits.

Class B stock, involving a share in ownership, could be given for notable service even when proper cash bonus could not, and now might have a very important function as acceptable collateral or payment for the forced loan of a salary cut. Its relatively low actual value at the time given would increase as conditions improved.

In such a plan as that crudely outlined above, the firm itself would still keep the main advantage. The giving of such stock, or stock rights, should never mean a permanent berth for one who cannot or will not pull his oar, but it should and would mean a keen incentive for those valuable to the firm to become more valuable. In the writer's opinion the permanent ownership of such class B stock should be transferred only to those whom the firm is sure that it wants to keep, but even with other employees it might be used as collateral for such forced loans as are

involved in necessary salary cuts.

Suppose that *now* we must cut salaries, as many firms are actually doing. A business built on a sound basis has a right to confidence in its future even when the present time looks dark and unpromising. If it takes from the income of its able salaried people to protect its own solvency—an act, it may be, of dire need—and trades a slice of its future profit for what it must take away for a time, then it may be making one of the most advantageous trades of its career. Very important also is the manner and spirit of doing it.

I am aware that the soundness or unsoundness of this plan depends finally on the need for and normal uses of capital stock in an advertising agency. We do not always stop to think why we have capital stock at all, and we have had for years an over-tendency to capitalize. Remember that capital in an agency has two main purposes—one is for credit and necessary cash, the other is to have something on which to make ownership profits. The first is essential to the able handling of an agency business. The second is not. In fact an agency with enough money kept in the business to pay the rent, advances to publishers and other cash demands and very little more *might* be a whiz of an agency. Personally, I'd want some capital stock to make profits on.

On the other hand, the capital needs of a railroad or a steel mill are quite different because of the large and constant outlay necessary for real estate, raw materials, expensive equipment, etc., as well as wages and salaries.

C. W. Curtiss, President, Waterbury Clock

Irving H. Chase, formerly president of the Waterbury Clock Company, Waterbury, Conn., has been elected chairman of the board. C. W. Curtiss, of South Orange, N. J., has been elected president and general manager and William H. White, of Waterbury, treasurer.

Mr. Curtiss was for seventeen years associated with John Alvord, of Torrington, Conn., in his various interests including the Splittdorf Electric Company. He was later associated with John Willys at Toledo.

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Death of G. W. Ochs Oakes

George Washington Ochs Oakes, an officer and director of the New York Times Company and editor of *Current History*, monthly periodical of the New York Times, died on October 26 at New York. Mr. Ochs Oakes, a brother of Adolph S. Ochs, had added the Anglicized spelling to his name by court decree following the sinking of the *Lusitania*.

He started his career as a carrier boy on the Knoxville *Chronicle*, later joining the Chattanooga *Times* where he eventually became managing editor. In 1896, when his brother acquired the New York Times, he became publisher of the Chattanooga *Times*. When his brother purchased the Philadelphia *Times* in 1901 and the Philadelphia *Public Ledger* in 1902, Mr. Ochs Oakes became editor and publisher of the combined papers.

In 1913, when these papers were acquired by Cyrus H. K. Curtis, he became an officer and director of the New York Times Company and editor of *Current History*, which position he held at the time of his death.

In 1900 Mr. Ochs Oakes edited and managed the Paris Exposition edition of the New York Times for which he was decorated with the Cross of the French Legion. Between 1890 and 1900 he was twice elected mayor of Chattanooga.

Runs State-Wide Political Advertising Campaign

The Democratic party in New Jersey is spending about \$15,000 among all the daily newspapers of the State in its election campaign, using space six inches by two columns for the last two weeks of the campaign. Paid-for cartoons are also being used, in addition to the advertisements, which are released simultaneously throughout New Jersey. First-page reading notices were also used the first few days to call attention to the copy inside the paper. One of the cartoons used carries the line at the bottom: "Charged to Charles F. Wagner, campaign manager for A. Harry Moore," who is candidate for Governor.

This paid-for political advertising campaign is credited to Mayor Frank Hague, of Jersey City, State leader, who called a conference of advertising men who suggested this method of handling the advertising.

Made Advertising Manager, Standard Brands

Robert W. Griggs has been advanced to the position of advertising manager of Standard Brands, Inc., New York. Fleischmann's yeast, Royal Baking Powder, Royal gelatine and Chase & Sanborn coffee. He had been with the Fleischmann organization for a number of years and, since this company was taken over by Standard Brands, has continued with the latter company.

Upholds Agency in Suit for Idea

The Appellate Division of the Supreme Court, First Department, has affirmed the judgment for damages and costs rendered in favor of The Grey Advertising Service, Inc., New York, against the Ybry Company, Inc.

The trial judge of the Supreme Court found in favor of the Grey agency for breach of contract in the refusal of the Ybry Company to appoint the agency as its sole advertising agency in a campaign to be conducted for Ybry perfumes, in which campaign at least \$40,000 was to be expended. The Ybry Company appealed from the judgment of the Supreme Court, contending that it was not responsible for the use of the photographs and ideas of the Grey agency in an advertisement appearing in the *Paris Comet*. The Appellate Division refused to uphold this contention and affirmed the judgment of the trial court and awarded the Grey agency all costs.

Egypt Dailies to Continue Campaign

The dozen Southern Illinois daily newspapers comprising the Egypt Associated Dailies, at their recent annual meeting in Duquoin, Ill., voted to continue the group campaign of advertising the territory known as Little Egypt. Curtis Small, Harrisburg *Register*, was elected president of the group; Hanson Purcell, West Frankfort *American*, vice-president, and Oldham Paisley, Marion *Daily Republican*, secretary-treasurer.

To Represent "The Melliand Textile Monthly"

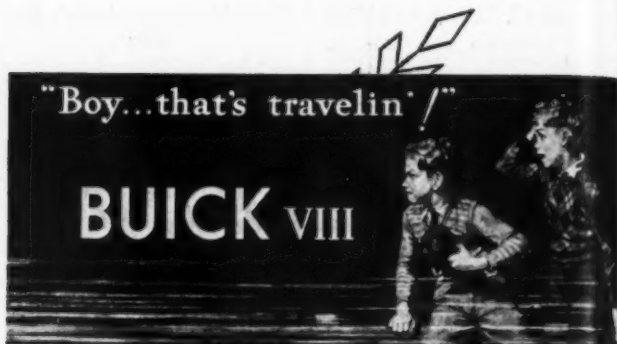
Edgar Sinnock, formerly with *Iron Age* and the Gage Publishing Company, has been appointed Western representative of *The Melliand Textile Monthly*, New York. Mr. Sinnock, together with Robert Farnham, has formed the Selective Business Publications at Chicago to act as publishers' representatives.

G. H. Corliss with J. A. Fay & Egan

George H. Corliss, for the last fifteen years advertising manager of the S. A. Woods Machine Company, Boston, has been appointed advertising and sales promotion manager of the J. A. Fay & Egan Company, Cincinnati, manufacturer of woodworking machinery.

Western Cartridge Acquires Winchester

The Western Cartridge Company, East Alton, Ill., has purchased the Winchester Repeating Arms Company, New Haven, Conn. The Winchester plant will continue to be operated and the Winchester brands will be continued.



FIRST PRIZE
National Poster Exhibition



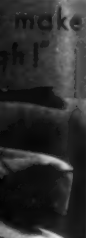
HONORABLE MENTION
National Poster Exhibition

FOUR OUTSTANDING

Campbell-Ewald Company takes pride in presenting four posters that received first award, second award, and two honorable mentions at the National Poster Exhibition sponsored by the Chicago Chamber of Commerce. The straightforward simplicity of these posters, their pleasing artistry, and the close co-ordination of every element



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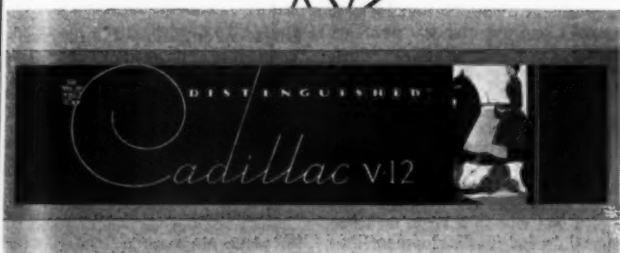


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SECOND PRIZE
National Poster Exhibition



HONORABLE MENTION
National Poster Exhibition



POSTERS OF THE YEAR

of their design, are all achievements of sound experience. Campbell-Ewald Company places more outdoor advertising than any other advertising agency in America.



CAMPBELL-EWALD COMPANY
ADVERTISING WELL DIRECTED
H. T. EWALD, PRESIDENT

Death of Joseph M. Fly

JOSEPH M. FLY, former owner of Mr. Bowers' Stores, Inc., a chain of grocery stores in Memphis, Tenn., died of heart disease at his home in Memphis on October 26.

Mr. Fly, after a short career as a journalist, joined his father in the management of the Fly & Hobson Company, wholesale grocery house, which later took over the control of Mr. Bowers' Stores, Inc. In 1918, Mr. Fly assumed complete control of this chain, relinquishing it in 1928 when he sold his interests to the Kroger Grocery and Baking Company. Since 1928 he has traveled widely, keeping in close touch with general conditions in the chain field. For some time he was president of the National Flood Control Congress and was also interested in a Memphis insurance company.

During his active participation in the chain grocery business he was twice president of the National Chain Store Grocers' Association. Realizing that under its form of organization it was badly handicapped, he advocated broadening its policies and was in a large measure responsible for its development into the present influential National Chain Store Association.

Though his chain was, in volume of sales, one of the smaller groups, Mr. Fly was a pioneer in inaugurating a number of revolutionary chain policies. He contributed frequently to *PRINTERS' INK* and in some of his early articles forecast trends and conditions of the present day with an almost uncanny prescience. Mr. Fly had an unusual gift of friendship and his loss will be regretted not only by his immediate associates but also by the chain field generally.

Death of H. A. Waller

Howard A. Waller, manager of national advertising of the *Cleveland Press*, died this week at Cleveland at the age of thirty-three. He had been, at one time, with the Hutchinson, Kans., *News*, later becoming associated with the Portland *Oregonian* and the Fairchild Publishing Company.

North Carolina Chain Store Tax Upheld

Legislation which imposes a tax of \$50 on each chain store in the State of North Carolina was sustained, this week, in a decision handed down by the United States Supreme Court. This follows closely upon the Supreme Court's refusal to reconsider its five to four decision upholding the Indiana State tax on chain stores.

Chain interests contended that the two taxes differed, the one in Indiana reaching all stores, while the North Carolina tax touches only the chains. The appeal on the North Carolina tax brought a seven to two decision. Chief Justice Hughes explains that Justices Van Devanter and Sutherland, who dissented in the Indiana decision, concurred in the North Carolina case. These justices, it is explained, felt that in the Indiana case they were controlled by the precedent then established.

Justices McReynolds and Butler adhered to the position taken when they opposed the Indiana tax and they challenged the right of North Carolina to enforce its levies on the chain stores.

Buys Memphis "Commercial- Appeal"

The entire capital stock of Memphis Commercial Appeal, Inc., which publishes the Memphis, Tenn., *Commercial Appeal*, a morning paper, and the *Evening Appeal*, brought \$100,000 at auction this week, the purchasers being E. W. Decker, E. W. Bachus, and Charles R. Fowler, receivers for the Minnesota and Ontario Paper Company of Minneapolis. The bid, which was the only one received, was submitted on behalf of the Minnesota and Ontario Paper Company receivers by Gus T. Fitzhugh, of Memphis. The sale will become effective upon approval of Chancellor James B. Newman, of Part 2, Davidson Chancery Court and an order asking such approval will be presented to him within the next five days.

Westinghouse Appoints Ralph Leavenworth

Ralph Leavenworth, formerly assistant general sales manager of the Austin Company, Cleveland, engineering and building, has been appointed general advertising manager of the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa. Mr. Leavenworth was at one time advertising manager of The Standard Parts Company, Cleveland, and later was with S. I. Weedon & Company of that city.

Cordage Account to Griswold

The Plymouth Cordage Company, North Plymouth, Mass., rope and twine, has appointed The Griswold Company, New York, to direct its advertising account.

Oct. 29, 1931

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Calls for Show Down on Competitive Copy

Ralph Starr Butler Declares That It Is Time for Advertising Men to
Decide Whether or Not They Approve of "Knocking" Copy

ADVERTISING whose whole appeal is based on destructive criticism, though it may pay in immediate results, will not pay in the long run, declared Ralph Starr Butler, vice-president of the General Foods Corporation, in a vigorous arraignment of that type of copy at the A. B. C. Week luncheon of the Chicago Advertising Council last week.

Leaving out entirely the question of business ethics, this sort of competitive advertising will not pay, in Mr. Butler's opinion. Prolongation of it and more accessions to the ranks of its users may easily result in public disgust with advertising as a business tool. Or, and this he considered the more likely consequence, it will lend emphasis to the contentions of those who want to place advertising in the hands of bureaucratic governmental control and bring about that distinctly undesirable condition.

"Exaggerated and untrue claims," he said, "unfortunately are not always recognized as such by the reading public. The use of such claims too frequently results in immediate increases in sales. It is hard to argue against success. We can only issue a warning. When one advertiser after another, attracted by the sales records of those who seem to have temporarily departed from strict standards of business ethics, begins to crowd advertising pages with more and more careless appeals for popular support, the great reading public, generalizing from a few exposures of commercial mendacity, is likely to jump to conclusions and indict the veracity of advertising as a whole. In this sense I contend that the careless user of the advertising tool today is building future trouble not alone for others but for himself as well."

A good deal of current advertising, Mr. Butler said, is falling be-

hind personal salesmanship in applying established principles of fair competitive selling. "If it is right in an advertisement to base the whole appeal on destructive criticism of competitors' goods, why is it not equally right for the salesman to base his entire selling story on the actual or imaginary faults of competition?" he asked. "I am certainly not arguing that salesmen should adopt this questionable procedure. I am arguing merely that in advertising we should seek to be at least as honest and as fair as we are in personal salesmanship. Is this too much to ask?"

"Sometimes even those who believe in talking about their own products and not about competition are so righteously incensed by the destructive attacks of competition, that they are tempted to fight fire with fire, while realizing that both users of this dangerous weapon are likely to get burned," Mr. Butler said.

"Human nature being what it is, there comes a time when fighting back seems to be the only recourse of the advertiser who has tried to do business on a constructive basis. He is particularly likely to succumb to this temptation if public opinion supports the public airing of commercial squabbles. We shall have more of this sort of thing, instead of less of it, unless advertising opinion definitely turns against it.

"It is high time for those who profit from advertising to decide whether the 'knocking' type of advertising is or is not to be the pattern for the future to follow," Mr. Butler said in conclusion. "If this is not the direction in which advertising is to go, then all who see danger ahead in the present trend should raise their voices so effectively as to make impossible a further dulling of the advertising tool."

Vanderhoof Agency Declared Solvent

Vanderhoof & Company, Chicago advertising agency, has been declared solvent and the petition in bankruptcy filed against it has been dismissed after a partial hearing in the United States District Court of Northern Illinois. The dismissal followed an agreement between the agency and the petitioning creditors on a plan for settlement of the total direct liabilities of around \$38,000 and the latter joined in petitioning the court to enter an order finding the company solvent and thereby obtain dismissal of the proceedings.

The accounts receivable of the agency are now being liquidated under the direction of a creditors' committee of five, which includes Henry D. Sulzer, president of Vanderhoof & Company, I. B. Bollinger, treasurer, and representatives of three of the creditors. An initial payment is being made and the agency expects to be able to pay its accounts in entirety.

Hirshon-Garfield Appointments

M. C. Dowling, formerly with the Arthur Hirshon Company, Inc., New York advertising agency, becomes space buyer of Hirshon-Garfield, Inc., a new advertising agency formed at New York through the merger of the Hirshon agency and Garfield Advertising, Inc.

C. McBurney Prager, formerly with the Garfield agency, is secretary of the new concern and L. Harvey, also formerly with the Garfield agency, is production manager. Arthur Hirshon is president of Hirshon-Garfield, Inc., and Sidney Garfield is vice-president and treasurer.

Fenton-Lewis, Ltd., New Los Angeles Business

Fenton-Lewis, Ltd., is the name of a new advertising service formed at Los Angeles by Victor E. Lewis and Richard Fenton. Mr. Lewis was formerly advertising manager of G. Bradshaws & Company, investment bankers. Mr. Fenton formerly was with *Western Flying*, Los Angeles.

Chicago Agencies Merge

John F. Price & Company and The L. W. Ramsey Company, Chicago advertising agencies, have consolidated and will be operated as one unit under the name of The L. W. Ramsey Company. John F. Price becomes an official of the Ramsey agency, which will continue to operate offices at Chicago and Davenport, Iowa.

Death of Herbert Cuthbert

Herbert Cuthbert, a pioneer in Pacific Coast community advertising, died on October 19 at Portland, Oreg., at the age of sixty-six. He had been in charge of advertising and publicity for the Portland Chamber of Commerce and had also held similar positions in Vancouver, B. C., and Seattle. Lately he had been with the *Portland Telegram*.

Amos 'n' Andy to Get Female Competition

A couple of young ladies known as Myrt and Marge, operating in behalf of William Wrigley, Jr.'s Spearmint gum, and starting November 2, will beard the equally euphonious, Pepsodent-flavored Amos 'n' Andy on the latter's own grounds—7—7:15 p. m., Eastern standard time.

The ether will presumably reverberate with this struggle. It will be a rivalry of many phases—new radio advertiser vs. veteran, untried act vs. one of established prestige, female vs. male, Caucasian vs. burnt-cork and maybe some others.

Only in the Eastern sector, for the present at least, will the new \$1,000,000 Wrigley radio campaign compete with the Pepsodent program. In Chicago the new act will come on at 9:45 p. m., fifteen minutes before Amos 'n' Andy, with simultaneous broadcasts in the Western time zones. Stations in thirty cities will be used five nights a week—Monday to Friday, inclusive.

Myrt and Marge are chorus girls in the program. They will be the principals, but they will not play a lone hand, as do Amos 'n' Andy. There will be various other characters played by different people, and an orchestra and one thing and another connected with stage life.

Neither of the girls has had previous broadcasting experience. Myrtle Vail, originator, author and seller of the act, who plays the part of Myrt, has had stage experience. Marge is played by Donna Damarel.

There will be a minimum amount of advertising connected with the program, it is reported. The main idea will be to present an entertainment feature as a supplement to other Wrigley advertising. The advertising will concern Spearmint gum only.

L. P. Thurston Heads Honolulu "Advertiser"

Lorrin P. Thurston, formerly general manager of the Advertiser Publishing Company, Ltd., Honolulu, publisher of the *Honolulu Advertiser*, has been elected president. He is the son of Lorrin A. Thurston, president of the Advertiser Publishing Company from 1897 until his death this year.

Charles S. Crane, at one time general manager of the *Advertiser*, has resigned as executive vice-president. He had been with the company for thirty-four years.

Merges with Architectural Decorating Company

E. W. Calvin, Inc., and the Architectural Decorating Company, convention and exhibition displays, sales displays, etc., both of Chicago, have merged under the name of the Architectural Decorating Company. Mr. Calvin was formerly sales manager of the Architectural Decorating Company. He will be vice-president and general manager of the new company.

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WITHOUT BENEFIT OF FICTION



Needlecraft prints no fiction.

It maintains its circulation of 1,100,000 readers because it helps them to build better homes.

If it carried fiction, it might be considered as just another woman's magazine. Because it does not carry fiction, it is a magazine apart—reaching a definite kind of woman.

Needlecraft offers instruction in the art of home making—and nothing else. Many other magazines carry departments devoted to the home arts. Their readers may buy them for the sake of these departments—or they may buy them for their fiction. There is no way to tell which.

What is the distinguishing characteristic of the readers of Needlecraft? They all have acquisitive habits. They want things. And they get them with their needles. They buy and read Needlecraft because it tells them how to do it.

And since instruction in the art of home making is *all* that Needlecraft offers, they can have no other motive.

The acquisitive woman is the best possible market in these days of buying apathy. She wants the things you advertise.

NEEDLECRAFT

the Magazine of Home Arts

ARTHUR W. STOCKDALE, ADVERTISING MANAGER

CHRYSLER BUILDING

NEW YORK, N. Y.

SAMUEL C. CROOT COMPANY INC.

ANNOUNCES

A New Feature in its Advertising Service
with the Addition to its Staff of

Henrietta Murdock

Consumer Merchandiser
Interior Decorating Adviser and Colorist

Miss Murdock is nationally known as an authority on these subjects. Her experience in the manufacturing field, together with a broad knowledge of home products and their merchandising, have made Miss Murdock a leader in the field of

Consumer Economics

For the past four years, Miss Murdock has been associated with a leading manufacturer as Consumer Merchandiser, Decorating Adviser and Colorist. With all the facilities of this agency at her command, Miss Murdock is prepared to do even more outstanding work for those interested in her services.

- Your inquiry as to how Miss Murdock can help you in your merchandising and publicity problems is cordially invited — and involves no obligation.

"Unlimited Service to a Limited Number of Clients" may perhaps suggest that now is a good time to make such inquiry.

SAMUEL C. CROOT COMPANY, Inc.

Advertising

28 WEST 44th STREET, NEW YORK CITY

Phone BRyant 9-2588

Wholesale Druggists Get a Statistical Analysis of Free Deals

A Report That Finally Paves the Way for a Really Scientific Study of a Serious Merchandising Problem

LAST week, at the Atlantic City convention of the National Wholesale Druggists' Association, there was presented the first comprehensive statistical analysis of the free-deal problem that has ever been attempted. The report was prepared by H. J. Ostlund, director of the association's statistical division.

While, of course, the document concerns itself exclusively with the free deal as it exists in the drug trade, the procedure followed in compiling the report, and even the statistics themselves, should be of the utmost practical interest to manufacturers and distributors in all fields where the free deal has become bothersome.

In making this study, no attempt was made to appraise the economic value of this plan of stimulating business. The wholesale druggists have simply endeavored scientifically to examine the results of the free-deal plan.

Furthermore, in approximating the costs of distributing various types of deals, no attempt was made to cover every possible situation. Only those deals were used in which one-twelfth is given free either with one dozen or eleven-twelfths of a dozen.

Over 7,000 actual deal transactions passing through wholesale drug houses were examined. It was found that the average size of all the deals was \$5.70. There were 257 that involved deals for less than \$1. There were 1,091 that involved amounts of \$10 or over. These latter involved 48.5 per cent of the total volume actually distributed by these wholesalers in the form of deals. Free deals below \$4 involved about 54 per cent of the deal transactions but provided only 20 per cent of the volume.

Deals in which the free goods are furnished to the wholesaler by the manufacturer involved 4,980 of the 7,100 transactions and pro-

vided 70 per cent of the total volume actually sold in deals. The "charge back" deals provided 16.32 per cent of the volume sold in deals. Those deals in which the free goods are sent on wholesalers' orders amounted to only 6.52 per cent of the total volume.

"It is also of interest," the report reads, "to observe how much the so-called free goods really amount to. It was found that for those deals for which the value of free goods could be calculated, it amounted to 14.4 per cent of the list value of deals themselves. However, that is not the correct basis for calculating this figure since it should be calculated on the basis of total volume of merchandise moved. When it is thus calculated it is found that the free goods represented to retailers the equivalent of 12.6 per cent discount when they bought these deals."

The transactions studied in this survey went through the wholesale houses during the months of June and July. For those two months, in these specific wholesale drug houses, sales by deals constituted approximately 8 per cent of the total volume sold.

The general conclusions arrived at are that: 1. In general, the entire deal should be furnished the wholesaler in a complete unit package. 2. Where this cannot be done, the no charge back deal, or the no charge back terms should apply, the free goods having previously been shipped to the wholesaler. 3. The charge back deal may be acceptable in certain cases if the per cent of free goods is substantial and if the deal is relatively large. 4. Under no circumstances can the wholesaler afford to accept the charge back deal if the value of the deal is below \$4. 5. Even when the charge back method is used, it is exceedingly desirable that the deal come as a unit package.

From the statistical point of

view, the outstanding feature of the report is the statistical analysis of what it actually costs the drug wholesaler to distribute various types of free deals. There are at least a dozen of these tables. As an illustration of how painstakingly this statistical analysis has been made, two of the tables are printed below.

These are numbered three and four, in the report itself:

The report points out that in the

size so that an intelligent salesman can honestly recommend its acceptance by his customers. (3) It should be so simple to administer as to involve the lowest possible cost in handling. (4) It should contain no specifications easily overlooked by salesmen or the wholesaler's clerical staff. (5) It should be so designed as to avoid the possibility of any error or oversight on the part of clerical staff, salesman, or the retailer himself that will result in the retailer's failure to get all the merchandise as promised.

(6) There should be no possibility that the wholesaler himself should by error or oversight be forced to furnish the extra goods at his own cost. (7) As far as possible the wholesaler should

TABLE III

COST IN DOLLARS AND CENTS TO SERVICE WHOLESALE DRUGGISTS, EXCLUSIVE OF SALESMEN'S COMPENSATION, TO DISTRIBUTE DEALS VALUED FROM \$2.00 TO \$12.00, ENTIRE DEAL PACKED BY THE MANUFACTURER IN A UNIT PACKAGE

	\$2.00	— Size of Deal — \$4.00	\$6.00	\$8.00	\$12.00
General Overhead (6.5%)13	.26	.39	.52	.78
Order Writing and Filling07	.07	.07	.07	.07
Total	\$.20	\$.33	\$.46	\$.59	\$.85
Gross Profit33	.66	1.00	1.33	2.00
Net Profit before Salesmen's Compensation	\$.13	\$.33	\$.54	\$.74	\$1.13
Net Profit as a Per Cent of Sales ..	6.5%	8.25%	9.00%	9.25%	9.58%

TABLE IV

COST IN DOLLARS AND CENTS TO SERVICE WHOLESALE DRUGGISTS, EXCLUSIVE OF SALESMEN'S COMPENSATION, TO DISTRIBUTE DEALS VALUED FROM \$2.00 TO \$12.00, GIVING ONE-TWELFTH DOZEN FREE WITH ONE DOZEN, NO CHARGE BACK, ALL DEALS ASSUMED TO BE IN SHIPPING CASE LOTS

	\$2.00	— Size of Deal — \$4.00	\$6.00	\$8.00	\$12.00
General Overhead (6.5%)13	.26	.39	.52	.78
Order Writing and Filling per Item, Full Case07	.07	.07	.07	.07
Order Writing and Filling per Item, Free Goods12	.12	.12	.12	.12
Total	\$.32	\$.45	\$.58	\$.71	\$.97
Gross Profit33	.66	1.00	1.33	2.00
Net Profit before Salesmen's Compensation	\$.01	\$.21	\$.42	\$.62	\$1.03
Net Profit as a Per Cent of Sales ..	0.5%	3.25%	7.00%	7.75%	8.58%

wholesale houses studied, the deals recorded covered 200 different items. That meant, the report emphasizes, that the salesmen of any one of these wholesale houses has to keep in mind the existence of deals in 200 or more lines at the same time.

Summing up, the report lists ten features of a free-deal plan that wholesalers should favor:

(1) It should be sufficiently liberal so that it furnishes the retailer an incentive to take it. (2) It should be of the right

be able to avoid making up the deal on the retailer's selection although there are some situations where it may be desirable for the retailer to select his own assortment. (8) Free goods should be packed with the rest of the deal in shipping containers, and where this is not feasible, in special shelf packages. (9) If the manufacturer requires the names of purchasers of deals he should be prepared to pay for such service. In those situations where names of purchasers are demanded promptly after sale of deals, it may cost the wholesaler as high as five or six cents a deal to furnish these names. (10) The all embracing feature, so far as the wholesaler is concerned, finally resolves itself into economy in handling the deal.

Major Market Newspapers Group Meets

"**B**USINESS cannot get along without advertising today, but advertising without constructive merchandising will lower the unit sale in the retail store," declared W. A. Sheaffer, president of the W. A. Sheaffer Pen Company, in an address before the meeting of Major Market Newspapers, Inc., at Chicago last week. Too many business men in this country have taken the stand that advertising can do all the selling that is necessary, he said.

"If advertising were to do the whole selling job, the man with an attractive-appearing article would get all the sales," he stated. "I believe, however, that it is part of the merchant's responsibility to guide the consumer to the best value—in fact, that is one of his most important functions. And it is time for the advertiser to realize he cannot do business without the merchant."

Mr. Sheaffer pointed out that by constructive merchandising, plus advertising, his company had increased the unit price per fountain pen sold 200 per cent in a seven-year period.

In addition to this address and a talk by Max A. Berns, publicity director of the Universal Atlas Cement Company, the Major Market Newspapers group devoted its attention to closed discussions of various organization matters. One new officer was elected. W. F. Schmick, business manager, Baltimore Sun, was named second vice-president.

Mr. Berns' talk directed attention to the inherent menace to national advertising and national distribution of the "buy at home" movements that are now being sponsored in many communities. The movement has attained surprising scope and influence, he noted. In some States it assumes an official form through the passage of a law requiring State purchases to be made from companies

within the State; in others it takes the form of a tax on products from the outside; again, it may be quasi-official, through the appointment of State buy-at-home commissions, or civic in form. Retaliatory measures between communities have already been taken in several communities and further growth of the whole idea threatens.

"Are not," he asked, "the interests of both the national advertiser and his State best served by the free interchange of the surplus products which each State can produce most economically for those of other States which possess other advantages? Does not the very economic life of any State depend upon wide distribution of its surplus products? And does not the buy-at-home movement, although often promoted on a sincere and well-intentioned basis, constitute a menace to the very communities it is designed to help? Or, to bring the problem home to members of this group, does not the movement tend to break down national distribution and thereby eliminate the need for national advertising?"

Western Council of Four A's Meets

The meeting of the Western Council of Advertising Agencies at Chicago last week was divided into three separate sessions—morning, afternoon and evening—each concentrating on one subject related to agency operation. Media, radio advertising and credit and accounting were the three subjects. There were closed round-table discussions on each of these, reviewing various angles of current importance.

Ross Gamble, vice-president of Erwin, Wasey & Company, presided over the media session. The discussion on radio advertising was under the chairmanship of Harold O. Morris, McJunkin Advertising Company. C. T. McElroy, assistant treasurer of the Cramer-Krasselt Company presided at the credit and accounting meeting.

Alec Moss to Leave I. Miller & Sons

Alec Moss, for the last year director of advertising and publicity of I. Miller & Sons, Inc., New York, women's shoes, has resigned, effective November 1. This position will be discontinued by I. Miller and no successor appointed. The Lawrence Fertig Company will continue to service the firm as advertising counsel.

EXCLUSIVE OF
\$2.00 TO
PACKAGE

8.00	\$12.00
.52	.78
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.59	\$.85
1.33	2.00
.74	\$1.15
5%	9.58%

EXCLUSIVE OF
\$0 TO \$12.00,
GE BACK.

8.00	\$12.00
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New England District Is "Wet"

THE New England Advertising Association has put itself on record in a declaration for repeal of the Eighteenth Amendment. This action of the annual convention of the New England clubs was all the more surprising because no hint was given that prohibition would be a topic to come up for consideration.

The first intimation of events to follow came with an address by Pierre S. du Pont who condemned prohibition as a "malign influence on business." The resolution, as adopted, calls for its transmission to member clubs for their consideration and action and that a copy be submitted to the national executive committee of the Advertising Federation of America, and that copies be sent to Senators and Representatives of New England States.

Aside from this unexpected departure from the field of advertising activity, there were a number of speeches on marketing problems. Some of the troubles of advertising, it was declared by Harry Einstein, advertising manager of the Kane Furniture Company, Boston, are caused by failure to grasp the real meaning of advertising. To one person, advertising means proofs. This person is concerned only in proofs. "Are the proofs here yet?" "Where are the proofs?" So runs his sole conception of advertising.

To another, advertising means "release"; to still another it means a budget; and to still another, it means type. "To too few of us," said Mr. Einstein, "advertising means sell." It is up to the advertiser to make his advertising sell, he added. Whether it pulls like a house afire or whether it is a total flop, the cost for white space is the same and it is up to the advertiser to make the most of it. If a publication has circulation, then it has readers, and if it has readers it has buyers, and inasmuch as it has buyers, it is up to the advertiser to sell them.

Public utility advertising was discussed by Harry Reid, president of the National Electric Power Company. To be truly successful, such advertising must be kept local, he said, and warned against thinking in terms of great "groups" and "systems" serving widespread areas. In certain phases such thinking is proper, but when it comes to matters directly affecting the customer, he urged the advertiser to think in terms no larger than a single community or geographic district.

Leonard Dreyfuss, president of the United Advertising Corporation, spokesman for outdoor advertising, directed his remarks specifically at those who oppose this medium which he declared meets the temper of the times and is especially effective in combating the business depression.

V. Edward Borges, of Boston, was re-elected district governor. Donald Davis, of Springfield, was elected lieutenant-governor, and Margaret Deasy, of Providence, was elected secretary-treasurer.

New Leeming Product to Street & Finney

Thomas Leeming & Company, Inc., New York, has appointed Street & Finney, Inc., advertising agency of that city, to direct the advertising of R-Tex, a new product. This agency also directs the advertising of Baume Benque, manufactured by the Leeming company. The advertising of the company's line of Vigro products will continue to be handled by AW Advertising, Inc., New York.

Jacobs-Palmer, New Boston Business

A partnership has been formed in Boston to conduct an advertising counsel service under the name of Jacobs-Palmer. Charles S. Jacobs was for many years advertising manager of Jason Weller & Sons, jewelers. Harry R. Palmer was formerly with the P. F. O'Keefe Advertising Agency, of Boston.

Leaves Clarion Radio

C. J. Callahan has resigned as a director of advertising and sales promotion of the Transformer Corporation of America, Chicago, manufacturer of Clarion radios.

Appoints Behel & Harvey

The Mantle Lamp Company of America, Chicago, has placed its advertising account with Behel & Harvey, Inc., advertising agency of that city.

ANTICIPATION AND REALIZATION

The world ran ahead of itself. Yet successful leaders kept ahead of the world. Foremost executives must always foresee events by ferreting out every underlying trend and condition for careful scrutiny.

World's Work alone has anticipated this need. Our editorial and circulation policy brings this essential background to the executives who must have it.

A most difficult editorial job has realized success. Many bull's-eyes have resulted. Important events have been anticipated by several months.

Our selective circulation policy has realized success in a purified, identified circulation among controlling executives.

Advertising success may be realized by those companies who want the leisure-time attention of controlling executives.

A new folder, "Foreseeing Tomorrow" explains and proves the importance of the World's Work editorial policy. The folder will be sent on request.

WORLD'S WORK

Selected and Identified Circulation

Doubleday, Doran & Co., Inc., Garden City, N. Y.

The reduced rate of \$500 per page was effective with the September 1931 issue

How Business Papers Can Help Promote Prosperity

Associated Business Papers Declare in Favor of Doing Real Job, and Opposes Any Weakening of Effort

MEMBERS of the Associated Business Papers, meeting in the fall conference of that organization in Chicago last week, could look out into the near future and see a gradual, but none the less steady, improvement in business. Business papers, they declared, are the natural and logical leaders to hasten the upturn and help bring about conditions wherein every business man should attain the highest advantage from it.

With these thoughts in mind, the association was disposed to examine minutely every feature of the business-paper publishing industry, with the object of making sure that the publications in this field should realize that now is the time for real leadership and be prepared to exert that leadership. Therefore nothing must be allowed to interfere with or cripple activities of the association as a whole or the member papers individually. For instance, lower rates for the selling of advertising space should not be granted.

"We have a real job to do," said C. J. Stark, president of the Penton Publishing Co., Cleveland, in expressing the general sentiment on the subject. "Editorial content is really what you sell. It is the basis for your advertising solicitation and everything relating to your business. Now is the time, therefore, to make editorial content of a higher grade than ever before."

Russell T. Gray, a Chicago advertising agent, threw quite a thrill into the gathering when he boldly suggested that business-paper publishers, far from reducing their rates, should get a considerably higher price for their advertising and thus be enabled greatly to improve their editorial content and "do the job" as suggested by Mr. Stark.

The present moment, he thought, might not be propitious for putting into effect a higher schedule of ad-

vertising rates. But, if he were a business-paper publisher, he most emphatically would have new rate cards printed and send them out at the first real indication of an upturn in the industry which his paper represented.

"A healthy increase in advertising rates," Mr. Gray said, "would be of real and constructive benefit to the advertiser and the advertising agent as well as to the publication itself. I say this because higher rates resulting in larger income for business papers could make possible a great improvement in editorial content."

Mr. Gray strongly urged business-paper publishers to advertise their "goods" more effectively. He regarded it as incongruous that "we advertising agents" and business-paper publishers as a class were so singularly remiss in the merchandising end—failing to do what they strongly advised others to do. He thought it would be a good idea, under present conditions, for competing business papers in a particular field to unite in a co-operative effort to advertise that field.

All of this afforded a foundation for an informal round-table discussion presided over by J. C. Aspley, president of the Dartnell Publications. With a vivid idea of the importance and sizableness of the job to be done, and with a determination that its doing shall not be retarded by lower advertising space rates, the members talked shop and agreed on numerous departures for the general good of the industry. For one thing, it was declared that rules providing for short rates should be vigorously enforced. There should also be a tightening up on the practice of granting minor concessions. The collection of bills due from advertisers should be enforced and credit extension in general tightened up.

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THERE was a great stir made among all the beasts (Æsop speaking) which could boast of the largest family. So they came to the lioness. "And how many," said they, "do you have at a birth?"

"One," said she, grimly; "but that one is *a lion!*"

• • •

There is a great stir made among all the magazines which can boast of the largest circulation. "And how many," say they to The Parents' Magazine, "can you boast?"

"Two hundred thousand," answers The Parents' Magazine, "but every one is *a parent!*"

All mothers of growing children—the market of greatest buying expectancy.

the PARENTS' MAGAZINE

ciation unanimously adopted the following principles regarding credit and recommended them for use by all publications in the organization:

1. That publishers extend credit to advertisers and advertising agencies for space used for advertising in their publications with the understanding that payment for this is expected within thirty days of the date of the billing.

2. That advertisers and advertising agencies utilizing credit extended them by publishers should provide publishers with references and financial statements to justify such credit.

3. Where agencies are delinquent the publishers should apprise the advertiser of this condition and state that further payment must be made direct from advertiser to publisher.

Under the leadership of John N. Nind, Jr., of the Periodical Publishing Co., Grand Rapids, Mich., the meeting devoted several hours to a general overhauling of the A.B.C. audit form for business papers. A committee under the leadership of Mr. Nind had made a careful study and recommended numerous changes.

The earnestness with which this audit form proposition was tackled was characteristic. The whole thing would have to be gone over again next day when the business-paper publishers met in their A.B.C. divisional session. Nevertheless, here was the A.B.C. statement up for discussion and it was the biggest thing before the house right then. The whole development is fairly indicative of the great importance which every division of the Audit Bureau attaches to the report form.

The meeting approved most of the recommendations of Mr. Nind's committee (which later would have to be passed upon by the A.B.C. board of directors) but disagreed with its findings in one or two vital particulars. At the instance of Douglas Taylor, of PRINTERS' INK, the association declared unmistakably in favor of the business-paper form showing clearly the extent of a business-paper circulation, either in the way of figures or percentages, that did not represent paid-in-advance subscriptions for which the money had been actually collected.

On every hand there was a disposition to tighten up the business-paper machine in every possible way so that this branch of the publishing industry should be able to do its full share in promoting the early return and upbuilding of prosperity. To further this thought the association held a joint meeting with the National Conference of Business Paper Editors to hear a report the editors had to make regarding certain recommendations on the part business papers could have in advancing the restoration of industry.

In the absence of the chairman of the committee, John Carmody, editor of *Factory and Industrial Management*, the report was read by another member of the committee, Raymond Bill, publisher of *Sales Management*. The program advanced by Mr. Bill was of such an all inclusive world-saving variety and took in so many radical changes to the general economic structure, that the association decided each member should have an opportunity to study it at his leisure before a vote was taken. (The editors had asked that the A. B. P. formally approve the program.) Copies of the report will be sent to every member of the association and a mail ballot had on the question of its adoption or rejection.

Evidence that all the tall talk about returning prosperity heard during the session was not imaginary was supplied at the dinner of the two associations. Instead of the usual "entertainment" that is supposed to be an integral part of a dinner of this kind, the business-paper people had speeches. And to show that when they assign speeches as a dinner program they really mean speeches, the members wished nine speeches onto themselves and their guests.

All nine had something encouraging to say about improving business conditions. Under the general heading of "Close-Ups of Bright Spots in Important Industries" these addresses were made:

Petroleum—Warren Platt, *National Petroleum News*, Cleveland, Ohio;
Transportation—Samuel O. Dunn,
Railway Age, Chicago;

61

HEALTH PRODUCT ADVERTISERS NOW SELL AT A PROFIT

THROUGH

"MODERN LIVING"

The 100% "HEALTH APPEAL" MAGAZINE

RELIGIOUSLY READ— VITALLY ALIVE—
MOST RESPONSIVE READERS

Health FOOD PRODUCTS

Pankoka Health Foods, Inc.
Pecano Manufacturing Co.
Peek-Frean's AllWheat Crispbread
Vegetized Foods, Inc.
Lust's Health Food Bakery (Stamina Bread)
B. Westergaard & Co. (Swedish Breads)
Nufidate Health Candy Co.
Giroux Co., Inc.

Natural Foods Co.
Frank Kummer (Mfr. of Astrasan)
California Natural Food Products
Great Valley Mills (Honey-Wheat)
Edros Natural Products, Inc.
Easternland Import & Export Co.
Byron Tyler (Macerated Wheat)
L. Gandolfi & Co., Inc.
Lund's Grape Juice
The Nutradiet Co.

Health SHOES

Pediforme Shoe Co.
Junior Vogue Shoe Stores

Health BOOKS

Alfred A. Knopf
Tempo Books, Inc.
The Ellday Book Sales Co.

Health SERVICE

Medical Baths Institute, Inc.
D. J. McClintock (Foot Specialist)
Sun-Diet Health Service, Inc.
Brinkler School of Eating
Preventive Dentistry Institute

Health SANITARiums

Natural Health Institute
Schwei-Kert Health Home
Biggs Sanitarium
Dr. Fack's Health Home
Falcon Manor

Health PRODUCTS (MISC.)

Dixon-Prosser, Inc. (Wonder Shredder)
Luckenbach & Hallberg, Inc.
(Super-Sun Lamp)

The Electro Thermal Co.
J. W. Cooper & Co. (Gym Boat)
P. Garms Co. (Thalysia Garment)
Kleerplex Laboratories

[[Write for facts and rates. Advertising forms for
the January, 1932, issue close December 5th.]]

MODERN LIVING • 147 W. 42nd ST., N. Y. C., N. Y.

● THE MAGAZINE OF HEALTH ●

Printing and Paper—J. L. Frazier, *Inland Printer*, Chicago;

Textile—Douglas Woolfe, *Textile World*, New York;

Steel—R. A. Fiske, *The Iron Age*.

Chemical Process Industries—S. D. Kirkpatrick, *Chemical & Metallurgical Engineering*, New York;

Automotive Industry—Donald Blanchard, *Automobile Trade Journal*, Philadelphia, Pa.

Geo. D. Crain, Jr., publisher of *Class and Industrial Marketing*, discussed "Advertising in a Depression" and John Millar of *Business Week*, told about "The Financial Situation and Business." An improvement in "The Canadian Situation" was related by H. L. Southall, managing editor of *Hardware & Metal* of Toronto, Ont. The nine speakers were introduced by Earl Shaner, editor of *Steel*, Cleveland.

Mr. Platt said that for once so-called Governmental interference in business had proved highly beneficial to the oil industry. Oil producers had been shown, he said, that if they brought less oil out of the ground the price would go up. The result of all this has been that for the last quarter of this year many oil companies can make mark-ups on their inventories and

the 1932 outlook is exceedingly favorable.

Mr. Blanchard said there would be many new models in automobiles this fall, representing radical changes in appearance. There would be few changes mechanically because the manufacturers do not want to undergo the expense of "tuning up." The combination of new models, however, with a considerable reduction in prices that are in prospect should greatly revive business in the industry.

Mr. Fiske said that while the steel business was not to be interpreted as favorable at the present moment, it was in much better shape than is commonly supposed. During 1928 and 1929 the increase in steel output was just about four times that of normal years. Hence, while the steel business of 1931 may look exceedingly small averaged up against that of 1928 and 1929, it was not so small after all when compared with the business of a normal year.

It was revealed by Mr. Woolfe

Y O R K

—the Third City in Pennsylvania in diversified industry—produces paper, ice machinery, safes, candy, farm machinery, water-wheels, silk cloth, tacks, furniture, chains, tractors, steam engines, saw-mills, chemicals, mill machinery, silk ribbon, automobile bumpers, and fenders, trucks, wall-paper, roofing-paper, wire cloth, pianos, clothing—AND IS AN ACTIVE TWELVE-MONTH MARKET.

THE YORK DISPATCH

EVERY EVENING DELIVERS AS MANY PAPERS BY CARRIER BOY IN YORK AS THERE ARE HOMES—THE SUBURBAN AND TROLLEY TOWNS ARE ALSO THOROUGHLY COVERED COMPLETELY BY CARRIER BOY.

REYNOLDS-FITZGERALD, INC., National Representatives

2 West 43th St., New York
1524 Chestnut St., Philadelphia

203 N. Wabash Ave., Chicago
117 W. 9th St., Los Angeles

58 Sutter St., San Francisco

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(who was not present but whose paper was read for him) that there had been a considerable increase in textile production during the last few months. This he said was due to the inherent modesty of the human race which always triumphs in the end over fleeting and temporary style considerations. The textile business was much better he said but permanent improvement depended upon fundamental commercial conditions in general.

At the afternoon session presentation of editorial award certificates was made by James H. McGraw, Jr., of the McGraw-Hill Publishing Co., who appeared in behalf of his father—the man who, to use the words of Warren Platt, publisher of *National Petroleum News*, the presiding officer, "had supplied the money to make these awards possible."

"It is a real privilege for me to stand here as a representative of Mr. McGraw," said Mr. McGraw, Jr. "He is a publisher, but is an editor first of all. The editorial side of a publication never had a firmer friend. He always has stood with and for the editor."

The A. B. P. medal for outstanding editorial service during the year was awarded to *Textile World*, New York, of which Douglas Woolf is editor.

Honorable mention in this class was given to *Gas Age Record*, *Mill Supplies* and *Railway Age*.

In Class 2, comprising awards for the best editorial during the year, first place was taken by *Industrial Management*, second by the Chilton Class Journals and third by *Electrical Merchandising*. Honorable mention was given the *American Builder*, the *Dry Goods Economist*, and *Motor World Wholesale*.

In Class 3, relating to the best article or series of articles appearing in business papers during the year, first place was taken by the Chilton Class Journals, second by *Railway Age* and third by *Electrical Installation*. Honorable mention was given to Roy Dickinson, associate editor of *PRINTERS' INK*; to *Restaurant Management* and to *Sales Management*.

PUNCH SELLS TO WOMEN

TOO often one hears it lightly said that "'PUNCH' is a paper for men." Twenty years ago it was true. Anyone who imagines it true to-day is just that much behind the times.

In twenty years women's interests, hobbies, pleasures, pursuits, have become largely identified with those of men. To-day there is hardly any such thing as a "man's paper." What men read 'women read too—and 'PUNCH' pre-eminently. A test recently applied, not under the auspices of "PUNCH," to find the paper most widely read by women revealed "PUNCH" far ahead of any other paper on the list.

Remember that "PUNCH" circulates primarily amongst those who have money to spend; that it reaches this profitable buying community not only in Britain but everywhere in the world where English is understood; that it enjoys a prestige among its readers, women and men, that is equalled by no other journal.

In the face of such things, all proved to the hilt, will you venture to stay out of "PUNCH" on the strength of an outworn cliché? Advertiser after advertiser is putting not only goods of general appeal, but goods of exclusively feminine appeal into "PUNCH"—and selling them triumphantly.

MARION JEAN LYON

Advertisement Manager, "PUNCH"

10 Bouverie Street, London, E.C.4, Eng.

C. W. Priesing to Direct Eversharp Sales

Carl W. Priesing, for four years sales manager of The Bridgeport Hardware Manufacturing Corporation, has been appointed sales manager of the Wahl Company, Chicago, Eversharp pens and pencils.

Death of M. A. Strauss

Milton A. Strauss, first vice-president of Hart Schaffner & Marx, Chicago, died at Los Angeles recently. He had been general manager of the clothing firm for forty years prior to his election as vice-president two years ago. He was sixty-one years old.

W. P. Trefny with Chicago "Daily News"

William P. Trefny, formerly manager of local advertising of the Chicago *Herald* and *Examiner*, has joined the local advertising staff of the Chicago *Daily News*.

Ross Potter Returns to Aitkin-Kynett

Ross Potter, formerly with The Aitkin-Kynett Company, Philadelphia advertising agency, has rejoined that agency as head of its research department.

Advertising Corporation Has Detroit Office

The Advertising Corporation of America, New York, has opened a Detroit office located at 404 Stormfultz-Loveley Building. Herbert D. Murray and E. B. Turrill will be in charge of the new office.

W. L. Eastman with Albert Frank Agency

W. L. Eastman, formerly secretary-treasurer of the Porter-Eastman Company, Chicago, has joined the office at that city of Albert Frank & Company, advertising agency.

W. C. Heath to Join A. O. Smith

W. C. Heath has resigned as vice-president and general manager of Fairbanks, Morse & Company, Chicago, effective November 1, to join the A. O. Smith Corporation, Milwaukee, in an executive capacity.

Has Perfume Account

Perfumes, Inc., a new concern with offices and factory at Philadelphia, has appointed the Hetherington Watson Company, advertising agency of that city, to direct its advertising account. Periodicals and direct mail will be used.

WAGES AND WEALTH

This Business Roller-Coaster

By ROY DICKINSON

Associate Editor of Printers' Ink

A book, just published, which will be widely read, discussed, and fought over this Winter,—and next Spring and Summer.

Are wage cuts a necessary prelude to the return of prosperity? And why couldn't the blueberry picker afford to eat blueberries?

A stimulating and timely book which combines sound economics with a sense of humor.

\$2.50

Copies may be ordered from your own bookseller or from the publishers.

Princeton University Press, Princeton, N. J.

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Export and Industrial Market- ing Groups to Meet

The industrial marketing division of the American Management Association and a Northern Ohio Export Conference, which it is sponsoring, will meet next month at Cleveland. The meeting of the industrial group will be held on November 11 and 12 and the export conference will convene on November 13.

Speakers who will address the industrial group follow: *November 11:* Frederick B. Heitkamp, "The Cincinnati Milling Machine Co., 'Product and Market Research'"; Rudolph W. Staud, Benjamin Electric Mfg. Co., "Defining and Locating the Buyer and the Line of Buying Influence"; Raymond S. Perry, The Ingersoll Milling Machine Co., "How May Engineering Service Be Made Most Effective as an Aid in Selling?" and E. S. LaRose, Bausch & Lomb Optical Co., "Industrial Marketing Research and Budgeting." The dinner meeting that evening will be addressed by T. M. McNiece, Union Carbide Co., on the subject, "Statistical Data Needed in Measuring Market Demand."

November 12: D. M. Strickland, The American Rolling Mill Co., "Industrial Market Analysis for and by Salesmen"; H. B. Lewis, Commercial Credit Co., "Installment Selling of Industrial Equipment"; C. S. Carney, The Trundle Engineering Co., "Case Studies in Industrial Sales Price Policies," and O. Fred Rost, McGraw-Hill Publishing Co., "Determining Whether or Not to Sell Direct or Through Dealers or Agents." Dexter S. Kimball, Cornell University, will address the dinner meeting on November 12 on "The Interplay of Factory Equipment Modernization and Industrial Sales Stability."

The export conference, meeting on *November 12*, will be addressed by: John Sullivan, marketing counselor, "Market Research Including a Discussion of the Adaptation of Products to the Export Market"; C. R. Cray, The Leeds & Northrup Co., "Engineering Service as Applied to Export Selling"; F. W. Copeland, The Sullivan Machinery Corp., "Personnel Management in the Foreign Field," and H. J. Leisenheimer, The Cleveland Tractor Co., "Shall Exporting Be Done Through Agents or Dealers, or Direct?"

Gimbel's Good-Will

In the table of good-will values on page 118 of the October 15 issue of *PRINTERS' INK*, the figure given for the good-will of Gimbel Brothers, Inc., should have been listed at \$1, the amount at which it is carried on the company's balance sheet.

McClure & Wilder Appointed

The McCaskey Register Company, Alliance, Ohio, has appointed McClure & Wilder, Warren, Ohio, advertising agency, to direct its advertising account. Business papers, magazines and direct mail will be used.

GOOD COPY

To attract new
customers—to
inform present
customers—and
to make old
customers proud
of the connec-
tion.

These are some
of the legitimate
jobs done by
good copy.

**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 Madison Ave.
New York City**

OUTDOOR ADVERTISING?

Realizing that Outdoor Advertising is an essential part of a well-rounded campaign, many of the larger agencies like Erwin & Wasey; Lord & Thomas and Logan; N. W. Ayer & Son, Inc., and others have added to their organizations complete Outdoor Advertising Departments under the management of competent and experienced Outdoor men.

This arrangement enables these agencies to place their orders direct with Outdoor operators throughout the country (just as they do with newspapers and magazines) and gives them a distinct advantage over their competitors who place this class of business with National Outdoor Clearing Houses.

One of the oldest Exclusive Outdoor Soliciting Companies in the country, having handled the accounts of many large national advertisers, would be glad to discuss a possible working connection with a well-established general agency. No capital required or furnished.

Reply

"OUTDOOR ADVERTISING"

Box 253, Printers' Ink
New York

Every Woman wants an advertising thimble



ADVERTISING managers and agency men will appreciate the genuine value of this "medium." A practical souvenir for women that is truly welcomed—and you know that it's the woman who's the family purchasing agent.

She carries your "Ad" on her finger tips

The Anco Thimble is a bright little beauty, full-sized, first grade aluminum. Your trade-mark embossed on colored enamel. A constant and practically perpetual advertisement that really "goes into the home." Used successfully by well-known concerns. Quantities 1,000 to 100,000 or more.

Write for Samples and Latest Prices

The Atlas - Ansonia Co.
58 Grant St. New Haven, Conn.

Appoint Adolph L. Bloch Agency

Advertising of the Red & White Stores, independent dealer group of the West Coast and Canada, is being directed by the Adolph L. Bloch Advertising Agency, Portland, Ore. This agency is also handling the advertising of Lock-Tite Douglas fir plywood and other products of the Oregon-Washington Plywood Company.

Buy Canandaigua "Daily Messenger"

The Canandaigua, N. Y., *Daily Messenger* has been sold by Frank A. and John P. Robertson to Leon J. McCarthy, associate editor of the *Corning, N. Y., Leader* and Benjamin Howells, Seneca Falls, N. Y. Mr. McCarthy will be in charge of the editorial department. Mr. Howells will be advertising and business manager.

Buy Marysville "Appeal-Democrat"

Horace E. Thomas, for many years with the Portland *Oregonian*, and S. J. Pickens, for the last five years general advertising director and assistant to the president of Safeway Stores, Inc., at Oakland, Calif., have bought the Marysville, Calif., *Appeal-Democrat*. Mr. Thomas is editor and Mr. Pickens business manager.

F. L. Wiethoff with George M. Graham

F. L. Wiethoff, formerly assistant general sales manager of Willys-Overland, Inc., has been appointed sales manager of the company which is being formed by George M. Graham for the manufacture of a new low-priced six-cylinder car. The new company will be located at Detroit.

F. D. West Returns to Permutit

Francis D. West, recently manager of sales of the Paragon Company, New York, has returned to The Permutit Company, of that city, with which he was formerly associated. He will act as district sales manager with headquarters at Buffalo, N. Y.

Appoints Davenport Agency

The LaPlant-Choate Manufacturing Company, Cedar Rapids, Iowa, tractor equipment and road layers, has appointed the Fred A. Hinrichsen Advertising Agency, Davenport, Iowa, to direct its advertising account.

Joins WCAO

Roland Israel, for the last four years radio director and account executive of The Joseph Katz Company, Baltimore advertising agency, has joined the executive staff of radio station WCAO, Baltimore.

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ARCHER ADVERTISING COMPANY, INC.
CINCINNATI

Editor of PRINTERS' INK:

Thanks for your immediate and com-
prehensive response to my request for
information regarding the net profits of
national advertisers for the years
1929-30-31.

The extra service that you render the
advertising fraternity makes a subscrip-
tion to **PRINTERS' INK** one of the biggest-
paying investments any man can make.

R. R. KEERS,
President.

W. L. Johnston with Snow Agency

William L. Johnston, formerly Eastern
representative of the Howard Publishing
Company, has joined the staff of Walter
B. Snow & Staff, Inc., Boston advertis-
ing agency.

Financial Service Appoints Wales Agency

McNeel's Financial Service, Boston,
has appointed the Wales Advertising
Company, Inc., New York, to direct its
advertising. Newspapers, magazines and
direct mail will be used.

C. W. Porter Joins Behl & Harvey

Clarence W. Porter, formerly with
the Porter-Eastman Company, Chicago,
has joined Behl & Harvey, Inc., adver-
tising agency of that city.

F. J. Green Advanced by Honolulu "Advertiser"

F. J. Green, formerly circulation man-
ager of the Honolulu *Advertiser*, has
been appointed manager of that publica-
tion.

P. E. Hernandez with Millsco

Paul E. Hernandez, formerly export
advertising manager of The Bay Com-
pany, Bridgeport, Conn., has joined the
merchandising department of the Millsco
Agency, Inc., New York.

New Business at Buffalo

Theodore J. Weppner has organized
the Century Advertising Agency at 178
York Street, Buffalo, N. Y.

Leaves Smith, Sturgis & Moore

Joseph Aspinall has resigned as art
director of Smith, Sturgis & Moore,
Inc., New York advertising agency.

Miss Suzanne Kayes, formerly en-
gaged in publicity work, has joined the
staff of the Professional Advertising
Associates, Inc., New York.

1932

Refrigeration Directory

Complete Buyers' Guide of a fast-moving industry

Listing all manufacturers of refriger-
ation equipment, parts, supplies and
materials, also production and service
tools, related and companion mer-
chandise, etc. Complete distribution
to executives, engineers, dealers, etc.

Go after business where business is!

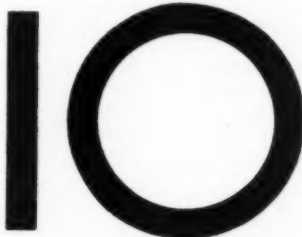
Write today for details.

Business News Publishing Co.

Publishers of

Electric Refrigeration News
Refrigerated Food News

550 Maccabees Bldg. Detroit, Mich.



TENTH ANNUAL OF ADVERTISING ART

252 reproductions, 45 in full
color, featuring the Tenth Ex-
hibition of the Art Directors
Club. Published by The Book
Service Company, 15 E. 40,
New York. If book returned in
good condition within five
days, money refunded.

Price \$6.00

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President and secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 913 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year, Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
C. B. LARRABEE, Associate Editor
BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

E. B. Weiss
Thomas F. Walsh
H. W. Marks

Andrew M. Howe
Eldridge Peterson
Don Masson

Allen Dow

A. H. Deute, Special Contributor

Chicago: G. A. Nichols

Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, OCTOBER 29, 1931

Divide the Work

The Committee therefore recommends that all work now available be equitably distributed among those nominally employed in each unit of the various industries insofar as it is practicable to do so. In order to achieve this objective it is the opinion of the Committee that the owners and managers of industry and employees should co-operate to the fullest extent in extending work opportunities for as large a number of working people as possible.

This portion of the recent report of the Committee on Employment Plans and Suggestions of the larger Unemployment Committee is one of those recommendations so obvious that its great importance is often overlooked or forgotten.

Employment during the coming winter is the first and primary consideration.

"Management should, as far as possible," says the report, "main-

tain and increase the number employed. It is the duty of workers and employees to assist those out of work by agreeing to an adjustment of working time so that the work which may be available during the winter may be more widely and equitably distributed among a large number."

It is hard for a manufacturer of furniture, for example, to make work. He wonders who is going to meet the pay-roll. But he can, and should, instead of letting twenty men go, divide up the work he has.

This can be done either through a reduction in the number of days worked per week or the hours worked per day, or "through the application of such other practical methods as may be best suited to the conditions of different industries." The best ideas and resourcefulness of both management and workers should be applied to this problem. The report recommending the division of work was unanimously approved by the representatives of the American Federation of Labor and the Railroad Brotherhoods as well as by the sixteen business executives and bankers who complete the committee.

Walter S. Gifford, director of the President's Organization on Unemployment Relief, told a group of publishers a few days ago that this recommendation was the next important step in the national come-back. Public opinion in each city and town should be made active in support of such a plan.

What work there is should and must be divided where it is impossible to keep the full force working.

What the leaders in industry have long been doing should immediately be followed by a large number of smaller manufacturers. A reduction in time worked each day by 20 per cent and the addition of some of the workers previously laid off to fill in, is a plan now being used by many manufacturers.

If careful consideration is immediately given to this important temporary expedient and local opinion awakened to its impor-

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tance in each city and town, a great step will have been taken toward the day when full-time work will be available for millions now out of work.

Why They "Scrap" at the A. B. C.

"These fellows are certainly a bunch of scrap-pers," a newspaper publisher remarked to a PRINTERS' INK staff writer after attending the Newspaper Divisional meeting of the Audit Bureau of Circulations' convention in Chicago last week.

The publisher is right. This divisional meeting grows in interest and size year by year. It is characterized by brilliant and sometimes rather torrid discussions. Messrs. Louis Wiley, J. F. Bresnahan, Frank Walker, Max Annenberg and others are usually in rare form for this momentous session, and the debate in which they take leading parts is something one would not like to miss.

Why do these estimable gentlemen go to Chicago every October and take their meeting in such deadly earnest? In the answer to this question is to be seen the real strength of the Audit Bureau. In their minds the A. B. C. newspaper form is one of the most important things relating to their business. Consequently they want personally to supervise or discuss all possible means of conserving its present strength and making it still stronger.

And the same thing can be said of all the other divisional meetings, the newspaper section being larger and somewhat more spectacular because of its size.

The A. B. C. convention last week was notable for the absence of world-saving topics. Nobody advocated new systems of economics, and no element of business was placed upon the operating table.

Here were several hundred of the country's leading business men—including publishers, advertisers and advertising agents—assembled not for entertainment, social contact or spellbinding. They came from all parts of the land so that

they might be present at the yearly overhauling of a valuable piece of property.

We congratulate the Audit Bureau of Circulations upon the steadily growing size and strength of its annual convention. Fireworks and all, these conventions set forth in impressive fashion the Bureau's standing as one of the most important factors in advertising.

Short Selling Retailers

At the recent meeting of the National Association of Retail

Druggists 2,800 retailers stood on their feet and cheered for five minutes a speech attacking those manufacturers who have fostered profitless selling. At retail grocers' meetings in all parts of the country profitless selling is becoming the topic which arouses the most bitter discussion.

A few years ago, retailers contented themselves with attacking the chain. Today they are going behind the chain and attacking the manufacturer. Tomorrow they will act and act swiftly. It is up to the manufacturer to decide and decide quickly what his policy will be.

The speaker who brought 2,800 retail druggists to their feet is W. Bruce Philip. Read his ten suggestions to manufacturers and remember that they apply equally to retailers in other fields beside that of drugs:

Manufacturers should choose such customers as outlets for their products as will practice only fair merchandising; manufacturers should spend a goodly percentage of their advertising appropriation each year for the education of the consuming public against price-cutting; manufacturers can give one price to all; manufacturers should discontinue any and all deals; manufacturers should discontinue extra discounts and advertising allowances; manufacturers should refuse to furnish window display material to price-cutters; manufacturers must discontinue any and all payments to hidden demonstrators used for the destruction of fair trading conditions; manufacturers should publicly deny any statements made by price-cutters in advertisements which state that the predatory price-cutter buys more cheaply than other retailers; manufacturers should make clear in writ-

ten statements their position in respect to the Capper-Kelly Bill; manufacturers should prosecute any buyer who uses his buying power illegally.

Manufacturers can call Mr. Philip an agitator. They can inveigh against price-fixing measures. They can seek refuge behind any particular temporization they prefer. The fact remains that Mr. Philip voices the views of thousands of retailers.

The retailer who uses the loss leader as a price bait is indulging in an inexcusable form of short-selling. It threatens advertised merchandise and therefore is an attack not only on the profits of the manufacturer but also on the profits of the publisher and advertising agent who depend upon the advertiser for their income.

Let's forget the short-selling stock manipulator and turn our attention to the short-selling retailer.

Sales Objections

If there were no such thing as a sales objection there would, in all likelihood, be no salesmen. Some salesmen seem to have difficulty comprehending that simple axiom. To them, a sales objection is a serious indictment of the service or product they are selling. They look upon the objection as something the home office should eradicate—either by changing the product or service, lowering the price, extending the credit terms, etc. That they are being paid for no reason other than to overcome the objection themselves seems never to occur to them.

That situation is bad enough at any time. It is particularly bad right now because salesmen who formerly had to contend with merely occasional objections now run into a barrage each day.

There is a definite need in sales management today for close work with salesmen on this problem of meeting sales objections. The work might be divided into two classes: First, a deliberately planned campaign designed to convince salesmen that sales objections are their lot in life; that a buyer who does

not advance objections—real or imaginary—is a rarity; that if there were no sales objections to be met, a porter could lug a sample case around and do equally as well as a star salesman.

Second, sales objections ought to be collected and assorted into those that are actually pretenses or "stalls" and those that are sincerely advanced. It ought not to be difficult to show salesmen how to dispose of the first group of objections. The second group should then receive the concentrated attention and study of the management and of the salesmen themselves. Where the objections are soundly conceived—and there are usually a few of this sort—the product or service ought to be altered accordingly. The remainder ought to be examined to the end that the most suitable answers to them will be made available for the salesmen's use.

All this sounds frightfully elementary and so it is. Nevertheless, there are two undisputable facts that warrant this descent to elements: First, too many salesmen are agreeing with buyer's objections instead of combating them. Second, too many sales executives are privately agreeing with the salesmen in their stand.

The buyer is in the saddle and riding high, wide and handsome. Economic conditions have placed him there. Salesmanship and sales management that dance to the buyer's whip are not going to dislodge him.

Appoints Austin C. Lescarbours

Radio Training Schools, Inc., New York and Boston, has appointed Austin C. Lescarbours and Staff, Croton-on-Hudson, N. Y., to handle its advertising. Newspapers, magazines and radio will be used.

Winfield Ruelke, formerly with the Radio Corporation of America, has joined the Lescarbours staff and will make his headquarters at New York.

S. H. Rose to Join Grant & Wadsworth and Casmir

Stanley H. Rose has resigned as contact executive with W. I. Tracy, Inc., New York advertising agency, effective November 2, to join Grant & Wadsworth and Casmir, Inc., advertising agency, also of New York, in a similar capacity.

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Advertising · Merchandising Counsel

40 EAST 34TH STREET
NEW YORK

MASS PRODUCTION
methods are foreign to the
idea on which this agency
operates. "*Not how much,
but how well*" is the only
rule we understand for
creative work.

This means growth that is
slow. But growth that is *sure*.
In that is seen the basic
soundness of the policy.

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Pacific Agencies Put Final Touches on Program

The final program for the annual convention of the Pacific Association of Advertising Agencies, to be held at the Biltmore Hotel, Santa Barbara, Calif., on November 4, 5 and 6, has been completed. Speakers and features not already reported include the following:

November 4, afternoon: Golf preliminaries, Stuart Klingensmith, chairman. *Evening:* Board of directors meeting with Dan B. Miner, president of the association, presiding.

November 5, morning: Opening address by Mr. Miner; Noble Hamilton, Pacific Coast manager, Outdoor Advertising, Inc., "The New Selling Plan for Outdoor Advertising," and a luncheon in honor of past presidents.

Afternoon: Lewis Allen Weiss, general manager, Radio Station KHJ, "How to Use Radio for Tangible Sales Results"; John Cuddy, managing director, Californians, Inc., "Some Means of Advance for the Agency System"; Roger Johnstone, general magazine representative, "Plans Which Are Producing Increased Sales Today and How Organized Advertising Is Fitted into These Plans." *Evening:* Paul Block, "The Place of Advertising in the Rehabilitation of Business" and John Benson, president, American Association of Advertising Agencies, "Advertising Agency Responsibilities in Subnormal Times."

November 6, morning: K. LeRoy Hamman, president Hamman-Lesan, "Increasing Agency Volume by Developing New Advertisers"; Frank L. Baker, San Jose *Mercury-Herald*, "Some Refinements in Practice Which Newspaper Publishers Suggest to Advertising Agencies."

Afternoon: Golf finals and special entertainment for ladies.

Evening: "Anchors A'Weigh" Banquet, Russell Lockwood, toastmaster, with the principal address of the evening by James Rolph, Jr., Governor of California, broadcast over a Pacific Coast network. His topic will be: "What the Commonwealth of the Pacific Coast Demands of Advertising."

Each address at the convention will be followed by a period of general discussion.

* * *

Organize Lincoln, Nebr., Women's Club

The Adrix Club, the first women's advertising club in Lincoln, Nebr., was formed at a meeting at the Cornhusker Hotel on October 20. Membership in the club will be limited to women actively interested in advertising and journalism. Meetings will be held every other Tuesday.

Miss Nanki Field, of the Lincoln Telephone Company, is president and Miss Anne Rankin, of the Nebraska *Farmer*, is secretary. Miss Pauline Bilon will serve as program chairman for the first three months.

Seattle Club Hangs Old Man Depression

Old Man Depression was recently brought to the bar of justice by the Seattle Advertising Club and was later "hanged by the neck until dead" in the public square. Backed by the public opinion of civic officials, the Chamber of Commerce and the press, the old man was hauled up before the "Court of Last Resort of the State of Apprehension in the County of Doubt before the Honorable Judge Nulle Bono" charged with the murder of Mr. Business and Miss Confidence. Jurors, chosen from prominent citizens who were also members of the club, were served with regular summonses to attend and hear the evidence as given by Mr. Bull, Miss Bear, Dr. Pessimist, Dr. Optimist, Miss Fear, Coroner, Mr. Red Ink.

The trial assumed dramatic proportions when Mr. Business himself appeared on the scene, sadly crippled but still in the running. Old Man Depression was judged and found guilty nevertheless, and was dragged out into the square by two burly policemen and paraded by a band playing "Happy Days Are Here Again" to the square where the trap was sprung.

This burlesque was presented by the Seattle Club in true court room fashion with stage settings, judge, prosecutor, counsel, exhibits, etc., as a dramatic gesture to start a constructive program of assistance to the unemployed and the resumption of its prize winning promotional development "Advertising Speeds Up Business." Nathan Eckstein was special chairman in charge of the stunt.

* * *

E. W. Swift Again in Charge of "Better Copy" Contest

Eric W. Swift, assistant to the superintendent of the advertising department of the Commonwealth Edison Company, has been appointed, for the third time, chairman of the "Better Copy" Committee of the Public Utilities Advertising Association. He will be in charge of the "Better Copy" contest among public utilities advertisers which directors of the association voted to conduct again this year. As in previous years, a brochure of the year's best advertisements will also be published, it was decided.

* * *

Plans to Revive Savannah Advertising Club

A reorganization of the Advertising Club of Savannah with fifty members is planned by Boykin Paschal, vice-president of the Savannah *News and Press* and president of the old Savannah Advertising Club.

The club, originally organized in 1930, grew to a membership of 185 but ceased activities as a result of the business depression.

Advertising Is Much Defined

"Advertising is the art, science and business of creating a favorable public acceptance of, demand or desire for, any worthy product or service." This definition won for Miss Florence Dart of the Simpers Company, Philadelphia advertising agency, the silver cup offered by the Women's Advertising Club of Chicago for the best answer to the question: "What Is Advertising?"

Two other definitions won honorable mention, those of Samuel Whitman, of Whitman & Shoop, Pittsburgh, and of T. C. Hatch, of Chicago. Mr. Whitman's definition was this: "Advertising is a form of business expression—written, printed or spoken—aiming to con-

vey ideas that help sell goods or crystallize favorable opinion." The definition submitted by Mr. Hatch was this: "Advertising—a vigorous yet persuasive art that impinges on the senses, stimulates desire and turns inertia into buying activity."

More than four hundred entries were received from all parts of the country. Judges were: Gilbert T. Hodges, Jeanette Carroll, Don Francisco, Frank H. Young and Lucille B. Fisk.

* * *

Heads Florida Council

Alfred I. duPont, of Jacksonville, Fla., has been elected president of the Florida National Advertising Council.



REG'LAR FELLERS

TWENTY-FIVE MILLION SMILES
EVERY DAY ACROSS THE COUNTRY

IF YOU'RE LOOKING FOR A
SMILING LABEL

THE RIGHTS ARE OBTAINABLE

CHARLES N. DRAKE
1819 Broadway, New York

CHEER UP YOUR AD COPY WITH A GENE BYRNES DRAWING

The Little Schoolmaster's Classroom

A FRIEND of the Schoolmaster, an advertising manager for a stove company, warns other members of the Class that now is a good time to be on guard against that old careless formula, "Charge it to advertising." At this time of the year some of the little mistakes, the lump sums, the weasel money, the enduring friendships, and what not, are all begging to get in out of the rain under the advertising umbrella. The Schoolmaster's friend keeps his formula under the glass on his desk:

"Advertising is the presentation by the company of a definite sales appeal to a specified audience at a fair cost."

He finds that the words "definite sales appeal" and "specified audience" help him keep some of the unwelcome little strangers out of his appropriation money.

* * *

The Schoolmaster hears that the Main Street sales of his boyhood days—those annual business festivals for which the whole town and neighboring countryside turned out—have been transplanted to some of the larger cities and, dressed in metropolitan clothes, are doing yeoman's work in loosening tightened purse strings. The idea started in Louisville, Ky., last summer. Since then, Buffalo, Miami, Nashville, Atlanta, New Haven, Hartford and other cities have taken hold of it.

The plan is called a city-wide sale, and that is precisely what it is. Everything that is sold, or just about everything, is put on sale at special prices, banners are strung across streets, special lighting effects are utilized, brass bands do their stuff, there are even fireworks spectacles. Transportation companies reduce their rates, garages do the same, in Buffalo local hotels offered free rooms during certain hours and employees were given extra time off in which to do shopping.

Buffalo Day, in that city, resulted in a retail business that was 1,200 per cent in excess of previous Fridays for a considerable period back. Miami reported an increase of more than 50 per cent over normal.

Perhaps buyers must be shocked out of their lethargy these days. It may be that these efforts to start a buying stampede, even though it be for only a single day, are economically sound. However, the Schoolmaster leans to the opinion that getting people to stock up at reduced prices during a hectic day of special sales inevitably means a headache the morning after; two headaches in fact—one for the buyer and one for the seller.

* * *

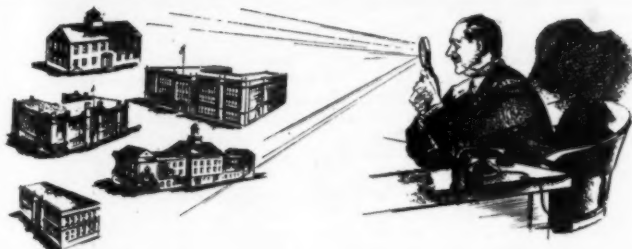
Albert Jay Nock, writing in the *Atlantic Monthly*, announces the startling fact that more than 40 per cent of the country's wealth is now owned and controlled by women. Furthermore, women are the beneficiaries of 80 per cent of the \$95,000,000,000 of life insurance in force in this country.

The figures amazed the Schoolmaster. However, he was not so overcome that he could not apply to them the same reasoning that he has applied to related figures purporting to show that women do anywhere from 70 to 85 per cent of the nation's total retail buying.

In connection with these latter figures, it has always been the contention of the head of the Class that while surface indications may point to the fact that women plank down vastly more money over the counter than do men, subsurface indications point to quite a different picture. Women do the buying—there's no doubt about that. But buying decisions are made or influenced by the down-trodden male in vast numbers.

Similarly, while it is decidedly interesting to know that women now own 40 per cent of our total wealth, and that this proportion promises to increase, the signifi-

Consider the \$3,000,000,000 SCHOOL MARKET



THE value of school property in the United States is more than \$7,000,000,000. The yearly operating cost of these schools is more than \$3,000,000,000.

This tremendous market has not only been unharmed by the business depression but has actually been benefited. Because so few new jobs are available, boys and girls are staying in school rather than remain idle. The increased school registration necessitates increased school expenditures. There is no tightness of money in the school field, as in other businesses, as practically all school money comes from government appropriations.

Now is the time—

to concentrate on selling to schools—a stable market even in this time of depression, with tremendous sales possibilities.

SCHOOL MANAGEMENT, which will be launched in January, 1932, by the publishers of **THE PARENTS' MAGAZINE**, will have a controlled circulation of 50,000 copies. 40,000

\$640,000,000

is spent annually on new school construction

\$38,000,000

is spent annually on new school equipment

\$23,000,000

is spent annually on text books

\$32,000,000

is spent annually on miscellaneous school supplies

will go to the principals of the largest public and private schools in the United States. 9,000 copies will go to every City, County and State Superintendent in the United States, and their important assistants, including business managers and purchasing agents where there are such executives. 1,000 copies will go to a hand-picked list of outstanding school architects and professors in Schools of Education having an important influence on purchasing in schools. By means of its controlled circulation, **SCHOOL MANAGEMENT** is the only publication which gives dominating coverage of the "key" people who control the buying for this tremendous school market.

★ An advance dummy of this magazine and an advertising rate card will gladly be sent on request ★

School Management

114 EAST 32nd STREET, NEW YORK

cance of this state of affairs, from a merchandising aspect, can easily be greatly exaggerated. For here, again, the ubiquitous male exercises a powerful influence. Yes indeed, a goodly chunk of that 40 per cent, although it may be invested or spent by a feminine hand, is actually very much under the control of what was once known as the stronger sex.

* * *

The president of a leading hardware jobbing house said to the Schoolmaster recently: "Since the advent of the depression we have been looking at credits with different eyes. In line with our new policy we have called on about 300 of our accounts to bring in their operating statements for discussion with us. In almost every case, with depleted dollar volume, the store rental shows up at too high a figure. Retailers who should be paying a rental of \$60 a month are paying \$150; others who should have an expense of \$200 a month are paying \$350.

"If such ratios continue, all these merchants must sooner or later be pushed out of business. We have advised many of them frankly to go to their landlords and use pressure to get reductions; many whose leases are due to expire we have advised to move."

From a shoe manufacturer doing business exclusively with chain retailers the Schoolmaster receives a report of similar difficulties. "The chains selling shoes in the \$6 class," he said, "have been particularly affected. Many of these stores are occupying locations with long term leases at \$20,000 a year, on which they had formerly done a volume of \$200,000. On that basis they could make a profit. Now their volume has dropped 50 per cent, bringing the rental percentage up to twenty. Many of these chains have found it advisable to change some of the high price line stores to \$2.95 stores. They then sell a larger number of units but still it is difficult to get the volume above \$100,000 a year. No business can exist long on a 20 per cent rental."

In retailing, rent is the key ex-

pense. With the proper rental ratio other expenses can be adjusted to proper relation with volume. But the retailer saddled with a high rental expense is definitely debarred from success and must ultimately go out of the picture.

The hardware jobber first quoted further said: "I have known of some cases where enlightened landlords have voluntarily tendered reductions to their retailer tenants. I believe landlords as a group would be serving their own interests and the cause of general business if they would recognize the general condition and follow the suit of the enlightened."

As a matter of fact, it can safely be stated that reduction of rentals has in a quiet way been going on for some months. The movement should, however, be accelerated. That requests to landlords for reductions, even when leases have some time to run, are not unavailing, the Schoolmaster can testify from knowledge of a number of cases. Manufacturers and distributors are vitally concerned in this phase of the business situation. They can well pass on the same brand of advice that the hardware jobber quoted has been giving to his special group of accounts.

* * *

In recognizing in its latest advertising campaign that many women are not using perfume and that they do not appreciate what it can do for them, the Schoolmaster believes that Coty has struck on a copy theme that will make perfume advertising do an actual selling job.

Instead of assuming that every woman knows what perfume will do for her and, therefore, merely has to be convinced that any certain blend is the one she should have, this copy makes no assumption whatever. It says very clearly:

"A woman without perfume is like a flower without fragrance—disappointing, unremembered! Determine now to live life more vividly!"

In getting down to such a selling theme, the company has handled several delicate points very

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No one ever heard of a Postal Telegram cooling its heels in an outer office...
The Postal Telegram "gets in". It gets action. It sells. Sell by Postal Telegraph.

Postal Telegraph is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

THE INTERNATIONAL SYSTEM
Postal Telegraph

Commercial Cables All America Cables
Mackay Radio

Refrigeration Sales Manager

We need at once a Sales Manager of extensive refrigeration experience and acquaintance in the industry. Man selected must have big personal following and be able to establish a national sales organization within 60 days. Product is refrigeration specialty selling to retail stores. Position offered by a \$10,000,000 concern, established 1889. Location Chicago. Attractive salary and unlimited opportunity. Write at once, giving age, experience and full details.

Address "N," Box 252
Printers' Ink

Advertising Salesman Wanted

Excellent opportunity for an experienced advertising man to connect with a well-known publication of national circulation having distinctive coverage and a successful career of nearly half a century.

Man must have had successful experience with magazine accounts, and have personal contacts with agencies and advertisers. Above all, he must prove that he is able to SELL.

Give full particulars, including experience, ability, age, approximate salary requirements, availability, etc. Replies held strictly confidential.

Address "C," Box 101,
care Printers' Ink.

neatly. While basically the new appeal is a sex appeal, copy says so only subtly. And while layouts show situations in which women have most need for perfume—while dancing or dressed for evening entertainment—there is no undue sex stress in the illustrations.

Though subdued in tone, this new copy is selling copy. It is heralding perfume's use through reasons-why. And in offering such down-to-earth reasons as its sex allure in feminine grooming, the Schoolmaster sees this new Coty campaign as merchandising perfume at last in commodity terms.

* * *

When the world lost a great and loved character, the Schoolmaster lost in addition an old friend. For many years Thomas A. Edison had PRINTERS' INK sent to his home, and interesting were the letters he wrote on various phases of selling and advertising. A few years ago he wrote the Schoolmaster: "I am interested in almost everything that is published in PRINTERS' INK. It is a continuous treatise on the psychology of selling goods."

His own close interest in psychology led not only to his famous questionnaire method but to a Socratic system of handling men. He believed that asking a question instead of laying down a law developed a man's ingenuity—made him realize his own responsibility.

Salesmen for the Ediphone, for example, in the case of any dispute with a customer were never given a final law from above. Instead, a letter was written from the home office based on the facts as the company knew them. Then the letter was sent to the salesman. "Does this letter meet with your approval?" he was asked. The local man on the job was asked to look over the letter, make minor changes to fit the case, without, of course, making policy changes, and then he himself dropped it into the local box, taking his own responsibility for any changes. In this way each man was made familiar with company action and also induced to use his

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knowledge of the local situation to suggest important changes if he felt they were needed, even to the point of having the whole letter rewritten at the home office when he felt the company was wrong and had good reasons to back up his feeling.

Death of Baron T. C. Le Fevre

Baron Theodore Charles Le Fevre, popular in advertising work from which he withdrew fifteen years ago, died at New York last week.

Baron Le Fevre, whose title was one of the oldest in France, had made his home in the United States since he was fourteen years old. He started his business life with the old S. C. Beckwith Special Agency, now the Beckwith Special Agency, with which he was associated until about fifteen years ago. In his day he was one of the greatest advertising solicitors and will be remembered for his suavity, his politeness and his neatness in dress.

Past Master of Roome Lodge, F. & A. M., he was instrumental in making this lodge mean to advertising much what Publicity Lodge, of New York, means today.

Baron Le Fevre, who was sixty-three years of age, was twice mayor of Ocean Beach, Fire Island, N. Y. During the World War he made eleven round trips between Paris and New York in connection with the purchase of supplies for starving French and Belgian babies. Ill health made it necessary for him to retire from active business during the last four years.

Supreme Court Refuses to Re-Open Marmola Case

The Supreme Court of the United States has refused to re-open the case involving the Raladam Company, maker of Marmola reducing tablets, for the purpose of permitting the Federal Trade Commission to introduce new evidence. Neither the court nor any of its members issued any comment on the ruling.

In this case the Federal Trade Commission had asked that the action be re-opened so that it might introduce new evidence to offset the point on which it lost the case—namely that it failed to show that the Raladam company had legitimate business opposition.

Has Lesquendieu Account

The advertising account of Lesquendieu, Inc., New York, cosmetics, is now being handled by the United States Advertising Corporation, of that city.

Has Water Cooler Account

Cordley & Hayes, New York, manufacturers of water coolers, have appointed James F. Newcomb & Company, Inc., to direct their advertising account.

Executive's Assistant

Young man, thoroughly grounded in merchandising and advertising, wants to meet an executive who needs an assistant with proved executive ability plus a capacity for detail.

He has been assistant to Vice-President of one prominent organization and until recently was assistant advertising manager with one of the world's leading corporations. There he assisted in management of appropriations exceeding \$1,000,000 annually—working continually with executive, sales and manufacturing divisions. Has traveled extensively.

A de-centralized reorganization wiped out his section. Now he needs another job. Extend him the opportunity to tell how he would be an asset to you.

Address "A," Box 251
Printers' Ink



OPPORTUNITY
for
2 MEN!

1. ART DIRECTOR

Creative—with a record for distinctive campaigns; capable of inspiring artists and photographers to carry out his own original ideas; with a wide acquaintance in the art world. Give all necessary information and salary desired.

2. PLAN MAN

of highest calibre; must have planned campaigns noted for soundness and brilliant execution; able to write outstanding copy; will know research and distribution. State history, aims and salary desired, to gain interview.

All letters held in strictest confidence

PRINTER'S INK T BOX 250

Earn Extra Money

Edward Mott Woolley's book, **WRITING FOR REAL MONEY**, reveals rich opportunities for earning extra money anywhere. 144 pages. \$1.60 postpaid.

Also his **100 PATHS TO A LIVING**. Shows how men and women have beaten mediocrity in the struggle for a living. 104 pages. \$1.00 postpaid.

Also his **FREE LANCING FOR FORTY MAGAZINES**. Autobiography; how he fought his way to writing success; sold 1,000 stories to leading magazines; sold books. 320 pages. \$2.60 postpaid.

E. M. Woolley Associates

Publishers

73 Park Avenue Passaic, N. J.

JOSEPH SHIRLEY

WANTS A JOB

I'm 24. College education. Two years dep't store advertising. Want Advertising Agency or manufacturer's Advertising Dep't. experience. Good knowledge newspaper and direct-mail copy and production.

282 Monroe Ave. Write or Tel. Cleveland
Brooklyn, N.Y. Phone 6-2316

Depression + Stimulation = Normalcy

The Plus factor (sales stimulation) is found and named in "POWERS THAT MOVE MEN TO ACTION."

Results under test: 150% increase in gross returns . . . 208% increase in net profits.

Mailed Without Charge on Letter-Head Request

ROBERT RUXTON

10 High Street Boston, Mass.

TELL YOUR STORY VERBALLY

People on streets, in buildings must hear. Message source almost impossible to locate. Broadcasting unit consists 25 Watt amplifying system which reproduces voice of operator or phonograph recordings pleasingly. Concealed in Chevrolet Coach. Write for photographs.

SKYWRITERS, INC.

50 East 42nd Street New York City

R. C. Lyman Joins

H. C. Goodwin Agency

Richard C. Lyman, who has been with the export department of the Eastman Kodak Company, has joined H. C. Goodwin, Inc., Rochester, N. Y., advertising agency.

Farm Equipment to Towell

The Dane Manufacturing Company, Dane, Wis., farm equipment, has appointed Arthur Towell, Inc., Madison, Wis., advertising agency, to direct its advertising account. Farm papers and direct mail will be used.

Appoints Archer Agency

Neon Products, Inc., Lima, Ohio, display device manufacturer, has appointed the Archer Advertising Company, Inc., Cincinnati advertising agency, to direct its advertising. Business papers and direct mail will be used.

Joins Seattle Agency

Miss Elizabeth O'Reilly, formerly with radio station KOL, Seattle, has joined the staff of the Joseph D. Roberts Company, of that city, newly formed radio advertising business with offices in the Northern Life Tower.

Appoints Frankel

The American Art Association-Anderson Galleries, Inc., New York, art auction concern, has appointed S. W. Frankel, advertising agency of that city, to direct its advertising account.

Transferred by Capper

Jack Goldstein, for the last three years with the Detroit office of The Capper Publications, has been transferred to the Chicago office, of which he had previously been a member.

G. C. Skinner with the Bailey Company

G. C. Skinner, formerly with the Hearst Newspapers, has been appointed assistant general manager of the Bailey Company, Cleveland department store.

WANTED

Trade or Class Publication

Responsible publisher of long experience in these fields wants to purchase meritorious trade or class magazine, or secure management with participating interest in ownership. Replies treated in confidence.

"G," Box 254, Printers' Ink
New York City

TORONTO HAMILTON HALIFAX MONTREAL LONDON, Eng.	"GIBBONS KNOWS CANADA" J. J. GIBBONS Limited CANADIAN ADVERTISING AGENTS	WINNIPEG REGINA CALGARY EDMONTON VICTORIA VANCOUVER
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BUSINESS OPPORTUNITIES

WANTED 2 OR 3 ADVERTISING EXECUTIVES able to secure some business to join a one man agency in the formation of a real organization. Box 554, Printers' Ink.

Trade Paper Wanted—Will buy or merge with small trade paper with possibilities, New York, to reduce overhead. Box 559, P. I.

Capital Wanted for New Type General Magazine with tremendous consumer appeal. Have dummy available. Would not conflict with any present magazines. Box 551, Printers' Ink.

Publisher will buy small established trade paper in good field. Price and terms must be reasonable. Confidential. Box 557, Printers' Ink.

I OFFER MY MULTI-COLOR EQUIPMENT FREE to a reliable organization carrying on an all-year letter mailing campaign and requiring small printing jobs and am prepared personally to supervise all your work on their premises. Box 560, P. I.

EMPLOYMENT SERVICES

EXECUTIVES—CRAFTSMEN—JUNIORS—SECRETARIES—CLERICAL

Muncy Placement Service

280 Madison Avenue, New York City
Caledonia 5:2611

Elizabeth Muncy for 10 years in charge of employment bureau of AAAA.

For over thirteen (13) years we have successfully served General Managers, Sales Managers, Advertising Managers, Operating Managers, Comptrollers, Treasurers and other \$5,000.00 to \$50,000.00 men. We can help you, too. This is a NATIONAL INSTITUTION, but we do not discuss our work by correspondence. We want to see the men we accept as clients before offering our services to them. **INDIVIDUAL CONFIDENTIAL.** Jacob Penn, Inc., 535 Fifth Avenue, cor. 44th Street, New York.

HELP WANTED

SALESMAN

with advertising and merchandising training. Past experience either lithographic salesman or agency executive to sell creative displays in New York City. Straight commission basis. Lithographer, Box 553, Printers' Ink.

Artists! Leading Manufacturer of Greeting Cards is in market for designs for Christmas Cards. Wishes to receive a wide variety. Will be glad to see your offerings. Quote your prices with what you submit. All designs not accepted will be returned. Address Otto Landgraf, representing the manufacturers, 9 Washington Ave., Holyoke, Mass.

MISCELLANEOUS

ART WANTED, also ideas for greeting cards, folders, small books, booklets and novelties. Quick action on Christmas subjects emphasizing religious appeal. Box 564, Printers' Ink.

LEARN THE LORE and History of the Products you advertise. Ideas, facts, and illustrations in old books. Let me submit list of books on your subject. Richard S. Wormser, 22 W. 48th St. N. Y.

CHICAGO OFFICE TO SUBLET

Small office in Merchandise Mart, part of publisher's suite. Ideal for publisher, advertising agent or publisher's representative. Light, heat, telephone and stenographic services included. Attractive rental. Apply Haire Publishing Company, 1170 Broadway, New York.

POSITIONS WANTED

MAIL ORDER COPY

LAYOUTS—FINISHED DRAWINGS

created complete over 50 successful different campaigns getting direct sale, agents, coupon results. Box 563, P. I.

Production Manager (or Assistant)—Expert knowledge type, printing, engraving, paper and allied arts. Ten years with large Adv. Agency. Age 31. American. College education. Box 561, P. I.

Young Woman, ten years' experience mechanical production end printing and advertising. Capable, economic buyer. Well educated, pleasing personality. Familiar paperstocks, cuts, typography. Box 549, P. I.

ADV. WRITER

12 years Copy Chief big N. Y. agencies and adv. mgr. for leading mfrs. Box 555, Printers' Ink.

ARTIST

A1—7 years in Advertising. Ideas and Finish in Lettering, Design and Figures. Box 552, Printers' Ink.

ADVERTISING ASSISTANT

Harvard Graduate, 26. Two years' agency and promotion experience in layout, copy, production, typography. Box 565, P. I.

Industrial Advertising Man—Two and a half years' experience as assistant advertising manager for large machine tool manufacturer doing copy, layout and buying. Age 27. Engineering education. Box 550, Printers' Ink.

ADVERTISING—SALES PROMOTION MAN

Increased business million dollars year through installation promotion system. Producer plus business for mfr. selling department, specialty, men's stores. Writes selling copy; careful buyer adv. material. Experienced budgets, plans, agency contact. Now employed national advertiser. Box 558, Printers' Ink.

GROCERY SPECIALTY MAN

I started selling to the retail grocer for a grocery specialty manufacturer when he had only 500 retailers and one other salesman and no advertising. In six years I built them up to 100,000 dealers—50 salesmen—national advertising—left them a year ago as vice-president in charge of sales and advertising. Now with large advertising agency as merchandise man but want to change. 36—college graduate—go anywhere. Write me and I'll meet you. Box 556, P. I.

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